MARCH 30, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Radio-tv to shut down across nation in April 17 alert drill Page 46

FCC grapples today with three-year old tv allocation muddle Page 60

Pay-tv test revision by FCC limits each system to one city Page 62

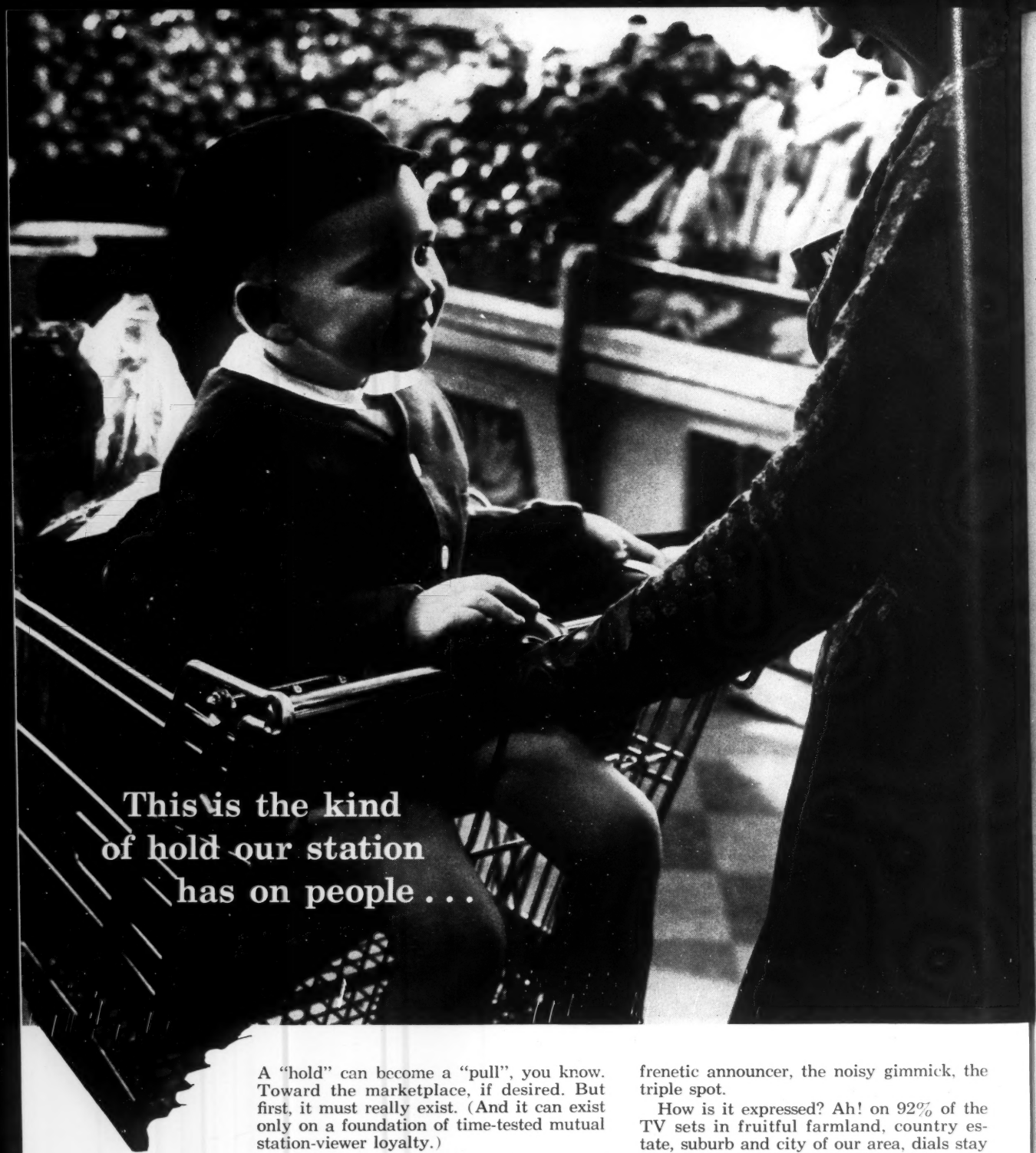
FIRST IN MERCHANDISING WXEX-TV

serving the rich market of Richmond, Petersburg & Central Va.

1. COMMUNITY CLUB AWARDS
2. IN-STORE FOOD DISPLAYS
3. IN-STORE DRUG DISPLAYS
4. IN-STORE FOOD SAMPLINGS, DEMONSTRATIONS, COUPONING
5. STORE WINDOW DISPLAYS
6. GROCERY BAR PROMOTIONS
7. PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
8. MAILINGS TO RETAILERS
9. REPORTS TO ADVERTISERS
10. PROMOTIONAL SPOTS
11. NEWSPAPER ADS

Tom Tinsley, *President* NBC-TV BASIC Irvin Abeloff, *Vice Pres.*

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans McGavren-Quinn in Chicago, Detroit and West Coast



This is the kind of hold our station has on people . . .

A "hold" can become a "pull", you know. Toward the marketplace, if desired. But first, it must really exist. (And it can exist only on a foundation of time-tested mutual station-viewer loyalty.)

How have we earned this special kind of loyalty? Through our programming, designed for friendly, adult minds. Through our greater than average interest in public service, news and sports. Through the community participation of our veteran staff members. Through our abhorrence of the frenetic announcer, the noisy gimmick, the triple spot.

How is it expressed? Ah! on 92% of the TV sets in fruitful farmland, country estate, suburb and city of our area, dials stay tuned longest to Channel 7. Says Pulse, with consistently superior ratings. And that's 92% of an annual 3⅓ billion dollar purchasing appetite.

Ah! again! Picture your product thus jet-assisted in a quiet way. Consult George P. Hollingbery today.

WHIO-TV
CBS
channel 7

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People — in 41 Counties of 3 States

dayton, ohio

Edward Petry & Company, Inc.

now representing

WKMH

DEARBORN • DETROIT

John Carroll, Managing Director

For full details call Edward Petry & Company, Inc.

NEW YORK CITY	Murray Hill 8-0200	ST. LOUIS	Chestnut 1-7191
BOSTON	Hubbard 2-6440	ATLANTA	Jackson 4-8861
CHICAGO	Whitehall 4-0011	DALLAS	Riverside 1-9454
DETROIT	Woodward 3-0125	LOS ANGELES	Tucker 3171
		SAN FRANCISCO	Yukon 2-3631

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Lancaster
Harrisburg
York

is ONE TV market

when you use

WGAL-TV

WGAL-TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT.

Return to radio • A.C. Nielsen Co. plans to start issuing network radio top ten again, after two-year layoff. Only now they'll deal with advertisers, not programs, and probably will be top twenties rather than top tens. Ideal is to rank advertisers according to number of commercial minutes delivered via all their radio network buys, with no breakdown as to what's on any specific network. Nielsen stopped issuing top ten programs on ground that radio network time was no longer being bought on program basis.

Buckley's future • With top-level reorganization of Metropolitan Broadcasting Corp., through assumption of presidency by board chairman John W. Kluge, there's speculation about future status of Richard D. Buckley, whom Mr. Kluge replaced as president but who continues in charge of WNEW division. Mr. Buckley, 10% stockholder, has three years to go on his contract but may settle and sell his interest to enable him to acquire stations on his own. Metropolitan stations, in addition to WNEW-AM-TV, are WTTG (TV) Washington and WHK-AM-FM Cleveland.

CBS survey • CBS-TV still isn't talking about $100,000 study of public attitude toward television that Frank Stanton mentioned briefly at affiliates' convention two weeks ago (BROADCASTING, March 23), but it's now possible to add this information to little already known. Project will investigate attitudes toward radio as well as television, and it will really be two studies, both alike but conducted separately by Columbia U. and by Elmo Roper commercial research house. Reason for two studies: to make results shatterproof against inevitable rock-throwing by print media.

Though newspapers as rule do not wait to look before they leap on television, they've rallied behind CBS President Frank Stanton's stand against FCC's Lar Daly decision with strength and unity that are impressive. CBS authorities say that although they made no general effort to collect press clippings, they have received copies of editorials from some 100 prominent dailies in all sections of U.S.—without exception endorsing position taken by Dr. Stanton (and echoed by President Eisenhower) that it's ridiculous and dangerous to extend, as FCC did, political equal-time rule to newscasts (BROADCASTING, *March 16, 23). Volume of editorial support was still mounting Friday.*

Sponsor identification • It appears that despite mass circulation which many western tv shows provide, advertisers receive relatively low sponsor identification. Agency executives poring over possible program buys for fall note Trendex figures on nighttime shows which reveal low index of sponsor identity for several westerns (even for those fully sponsored by single advertiser), despite healthy ratings.

Advertisers identified by name with title of programs show up well in percentage of viewers correctly identifying sponsor or product. For six nighttime shows with sponsor mentioned in title (Alcoa Theatre, GE Theatre, Kraft Music Hall, Schlitz Playhouse, U. S. Steel Hour *and* Voice of Firestone) *correct identification of sponsors ranged about 60-70% (compared to westerns' 17-40% range).*

Double jeopardy • Announced tv advertising investigation by House Small Business Subcommittee will find itself encroaching upon jurisdiction of Rep. Oren Harris' Commerce Committee, observers are predicting. Rep. William Avery (R-Kan.), member of both committees, has discussed this possibility with both Reps. Harris and Charles Brown (D-Mo.), chairman of small business group. Rep. Avery said he would not sit idly by if Small Business inquiry attempts to go over ground already covered by other committees and feared this would happen in option time field. Rep. Harris is adopting "wait-and-see" attitude but promised to take action if his jurisdiction is challenged.

House Commerce Committee has frequently felt other committees were invading its jurisdiction. Proponents of antitrust exemption for professional sports, unhappy because Rep. Emanuel Celler (D-N.Y.) and his Judiciary Committee are sitting on their bills, are discussing introduction of new measure drafted in such language that it would be referred to Commerce Committee. This could be done by amending Federal Trade Act (under Rep. Harris) instead of antitrust laws under (Rep. Celler). Rep. Celler has recognized danger and last December wrote Rep. Harris, author of sports exemption bill, asking that Commerce Committee keep hands off.

Another examiner • Judge Horace Stern, special hearing examiner in rehearings of Miami ch. 10 and Boston ch. 5 cases, is not likely to preside at apparently forthcoming Orlando ch. 9 rehearing, though reasons for rehearing are identical with other two (i.e., to develop *ex parte* claims made in Capitol Hill testimony). FCC sources indicate (1) case probably will be heard in Orlando, (2) it won't last as long as Miami and Boston hearings and will deal with only single alleged presentation made to single FCC member (Mack). Thus it will be less ramified and more commensurate with judicial experience of regular FCC hearing examiner.

WAGA bidding • Decision will be reached this week by Storer Broadcasting Co. on its sale of WAGA Atlanta to make way for its acquisition of KPOP Los Angeles (BROADCASTING, March 16). It's understood some 20 entities have made inquiries, half dozen of which met Storer requirement for all cash transaction. It's expected station will go to best qualified highest bidder at $800,000 to $1 million.

NAB under study • Kept *entre nous* was action of joint NAB Radio and Tv Boards at its meeting in Hollywood Beach, Fla., last Feb. 2-6, approving $15,000 appropriation for depth study of NAB organization. Presumably survey would be undertaken by management consultant group, such as Booz, Allen & Hamilton, McKinsey & Co., etc., prior to end of year.

Survey was authorized by board after members had questioned efficiency of operations and whether it was spending its $1 million budget in manner that best conduced to interests of both radio and television. Tv Board members, it's understood, raised question whether tv membership was getting its 50% worth out of organization and whether it is properly staffed in light of existing broadcast structures.

Tv safari • Rogan Jones, president of KVOS-AM-TV Bellingham, Wash. (with primary coverage in Vancouver, Canada) leaves this week for Africa to complete plans for establishment of tv stations in Accra, Ghana and Lajos, Nigeria. Mr. Jones would hold minority interest in each operation which, he indicates, can be established for approximately $40,000 each, as film stations. Plans already have been made with African authorities and leading local businessmen, he reports. He will be gone about two months.

another **WJBK-TV FIRST**

in the nation's 5th market!

Recent installation of its own and exclusive weather station atop its New Center area studios is another audience-building first for WJBK-TV—CBS's address for 1,900,000 television homes. Actual instrument readings are on camera at the time of broadcast giving up-to-the-second, authoritative weather information to Detroit and southeastern Michigan. Viewers can keep current with the weather by watching WJBK-TV's 6:25 PM and 11:15 weathercasts nightly.

Strong programming balanced between CBS and outstanding local features, complete Video Tape and full color facilities, have made WJBK-TV Detroit's dominant station over its ten-year history. Represented by the Katz Agency.

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

100,000 Watts • CBS Affiliate • 1057-foot tower
N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Television — Storer Broadcasting Company

WJBK-TV Detroit | WITI-TV Milwaukee | WAGA-TV Atlanta | WSPD-TV Toledo | WJW-TV Cleveland

WEEK IN BRIEF

Mr. Wermen

Supporting the media buy assures sales • The most critical period in a broadcast media campaign is the short time between the final buy and the air date. This is when marketing and merchandising support must be marshalled to guarantee the product will be on the counter when the customer arrives. David Wermen, president, Wermen & Schorr, talks about it in the Phillies story in this week's MONDAY MEMO. Page **21.**

New hand at Mutual • Malcolm Smith group completes purchase of Mutual from Scranton-Roach interests, goes to work to return network to normalcy—and they hope even better. Page **27.**

The man for Mutual • Exclusive profile on Malcolm E. Smith Jr., fast-rising businessman who's capped his record-import complex with a radio network. Page **28.**

End of Don Lee • Pacific Coast network will expire April 26, with score of stations moving to ABC Radio along with eight hours of commercial programming. Page **30.**

The shopper's listening habits • RAB's Sweeney discloses new pilot studies which pin radio listening habits of buyers of specific products in given markets. Page **35.**

How to beef up a promotion • Eastman Kodak does it by buying a little more network tv to add to regular sponsorship. It gets five straight days to tell its story to viewers and hits all three tv networks in the process. Page **36.**

Nationwide silence • All U.S. broadcasting stations (am, fm, tv) will go silent April 17, 11:30 a.m.-12 noon (EST) except am stations taking part in Conelrad homing-proof communications operation. Page **46.**

Closed circuit in Chicago • AWRT delegates hear views on radio, geographical advertising approaches and intramedia competition—and from the local critics. Radio, like Eve, has "three faces" and is "refining and developing" its product, they're told. Page **53.**

Toll tv tryouts • FCC invites pay tv test applications (again) and wins congressional support by narrow 11-10 margin. But some congressmen up in arms, claiming any subscription tv tests means foot in door for advocates of pay tv. Rep. Harris defends Commerce Committee endorsement. Page **62.**

Political libel test • Supreme Court hears argument on liability of stations for defamation under Sec. 315. WDAY-TV Fargo, N.D. and NAB contend no censorship provision of section confers immunity against libel suits; Farmers Union says it isn't so. Page **66.**

ASCAP's talks extended • Court order sets interim fees at old rates till May 31 as negotiations continue between All-Industry Radio Music License Committee and ASCAP's negotiators. Mason says chances of agreement are "much better." Court rules ASCAP doesn't have to issue interim licenses to Washington State stations. Page **71.**

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Q. What single-station buy gets you 103 counties, 221,810 tv homes?

A. Your one buy on KELO-TV gets you its booster tv hookups KDLO-TV and KPLO-TV. One rate card! Lowest cost-per-thousand!

Source for the above big figures is NCS No. 3.

The same Nielsen report shows you that Joe Floyd's KEL-O-LAND hookup gets you into 5 states—South Dakota, Minnesota, Iowa, Nebraska, North Dakota.

Advertising's biggest pull is

KEL-O-LAND

CBS • ABC

KELO tv
SIOUX FALLS; and boosters

KDLO tv
ABERDEEN-HURON-WATERTOWN

KPLO tv
PIERRE-VALENTINE-CHAMBERLAIN

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, Vice-Pres.

REPRESENTED BY H-R
In Minneapolis by Wayne Evans & Assoc.

The Modern American Family

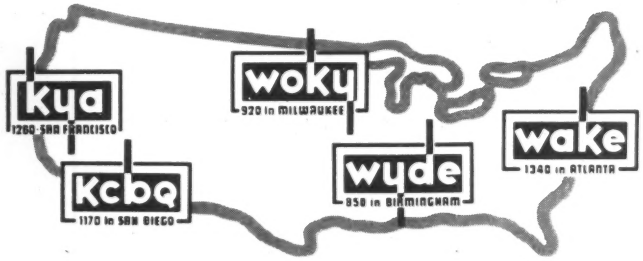
ONE OF THE SPECIES:

The Blue-serged Mad Dasher

An incessant toiler and spender — and always in a hurry — he relies on Bartell Family Radio for information, entertainment, guidance, because he regards it as a large service organization friendly to his best interests. He likes the warm personalities, sports capsules, thoughtful editorials, gay music. And he responds to an attractive advertising message. He is typical of the BUYERSHIP audience which Bartell radio had developed over almost a dozen years of family programing.

Bartell Family Radio Reaches More Different Kinds Of People

BARTELL FAMILY RADIO
COAST TO COAST



Bartell it . . . and sell it. Sold Nationally by ADAM YOUNG INC.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 27

Tv public relations committee underway

First steps toward drawing plans for industry-wide, nation-wide public relations campaign on behalf of television taken Friday at organizational meeting of special committee named during NAB convention (BROADCASTING, March 23).

Committee, headed by C. Wrede Petersmeyer of Corinthian Broadcasting, held first of series of meetings to prepare "initial proposals on the design, financing and implementation" of campaign for submission to NAB tv board by April 30.

Members declined to discuss details but it was understood meeting dealt primarily with "nature of the problem" to be met. Five-hour session was called productive and participants were confident they would meet April 30 deadline for submission of preliminary plans for aggressive campaign. It was understood question of hiring outside public relations counsel to help direct campaign was discussed but not decided.

Eight members of nine-man committee were on hand: Chairman Petersmeyer; Kenneth W. Bilby, NBC; Roger W. Clipp, WFIL-TV Philadelphia; Michael Foster, ABC; Donald H. McGannon, Westinghouse Broadcasting; Ward Quaal, WGN-TV Chicago; Charles S. Steinberg, CBS-TV New York, and Robert D. Swezey, WDSU-TV New Orleans. Jack Harris, KPRC-TV Houston, was unable to attend but sent his views on problem.

Group was joined by NAB President Harold E. Fellows, NAB Tv Vice President Thad H. Brown Jr. and Richard S. Salant of CBS Inc., who had told NAB convention meeting which created this committee that results of $100,000 survey CBS is conducting on what people think about television will be made available to industry-wide public relations project. In BROADCASTING's account of appointment of committee, Mr. Salant was incorrectly identified as CBS representative rather than Mr. Steinberg.

Posner buys WXIX (TV)

CBS Inc., which announced it would close down its uhf WXIX (TV) Milwaukee, said late Friday station would be sold instead. Buyer: WXIX Inc., whose president, Gene Posner, also is president of WMIL Milwaukee. Sale is subject to FCC approval. Terms were not announced. CBS-TV affiliation in Milwaukee on April 1 goes to Storer Broadcasting Co.'s vhf WITI-TV. WXIX goes independent.

Two agencies merge

Merger of Burke Dowling Adams and St. George & Keyes with offices in New York, Chicago and Los Angeles, and total billing in excess of $16 million annually, announced over weekend. New agency: Adams & Keyes, with Atlanta operations of BDA continuing to be operated under old name. Broadcast billing of combined agencies estimated in vicinity of $5 million.

Stanley J. Keyes Jr., president of St. George & Keyes, will be chairman of new agency with offices in New York, while B.D. Adams, president of BDA, becomes agency's president with headquarters in Atlanta.

Merger talks have been underway for "several months" with "virtually no conflict in accounts," Messrs. Keyes and Adams stated jointly. Both agencies were started in December 1939. Officers, besides Messrs. Keyes and Adams, include Edward C. Hoffman, executive vice president; Alfred A. Anthony, senior vice president and creative director; Thomas Dixcy, senior vice president and secretary; Jack Hardy, senior vice president and general manager; James H. Cobb, James J. Freeman, Thomas A. Gullette, William D. Sloan and Robert Black, vice presidents. (Messrs. Sloan and Black are in western division.) BDA's accounts in broadcast media include Delta and Scandinavian airlines and Southern Bakeries. St. George & Keyes is in household furnishings and products field, has handled Fiat auto, Revere Copper & Brass, Wedgwood china and Concord Watch Co. among others.

Liquor rides again

Liquor advertising will return to Boston radio April 1 when Nuyens Vodka commercials will be heard on WBOS Brookline, according to Laurence Singal, general manager of Federal Liquors Ltd. and Nuyens et Cie. Agency is Sackel Co., Boston. Sol Sackel, agency head, said firm is "happy to renew our battle against the hypocrisy of banning liquor commercials from the air." He said "a great many stations throughout the country have offered to accept the Nuyens sponsorship; we hope to expand our efforts." WCRB Boston, which carried Nuyens commercials last autumn, cancelled contract "at the insistence of the NAB," Sackel agency said.

Sackett sells KROW to McLendon Corp

KROW Oakland, Calif., sold Friday by Sheldon F. Sackett, West Coast broadcaster and newspaperman, to McLendon Corp. for $800,000. Few days earlier another Oakland station, KLX, was sold to Crowell-Collier for $750,000 (see CHANGING HANDS, page 55).

Gordon McLendon, president of purchaser, said KROW would be held by new subsidiary, McLendon Pacific Corp. Transaction must be approved by FCC.

Station is licensed to KROW Inc., wholly owned by Mr. Sackett. It operates on 960 kc with 1 kw. Mr. Sackett said Friday he would file application for increase in power to 5 kw.

Mr. Sackett's radio holdings now confined to KOOS Coos Bay, Ore. He owns 13 newspapers in California. Earlier this month he sold KVAN Vancouver-Portland, Ore. to Don W. Burden for $1 down and $580,000 payable over 10-year period (AT DEADLINE, March 16).

McLendon Corp. owns KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport and WAKY Louisville.

Hugh Norman was broker in KROW deal.

WHDH earnings

Improvement in earnings "attributable entirely to television operations" reported by Boston Herald-Traveler Corp. (WHDH-AM-TV Boston). Consolidated net profit for 1958 for newspaper and radio-tv properties was given as $1,173,755 ($2.99 per share) compared with 1957 figures of $813,335 ($2.16 per share). Both newspaper and radio earnings were lower in 1958 than

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

previous year, annual report stated. Report said first full year of tv operations was "gratifying" and station has shown "fair profit." Herald-Traveler also reported it hoped to move radio and tv operations to new studio and office building on Wm. T. Morrissey Blvd. next fall. WHDH radio fell behind, report stated, time sales suffering from general business recession and introduction of ch. 5 television outlet. Rehearing on Boston ch. 5 comparative case —because of allegations of behind-the-scenes wire pulling—has just been concluded.

KPOP sale filed

Application filed Friday for sale of KPOP Los Angeles by John Frank Burke Sr. and family to Storer Broadcasting Co. for $900,000 (BROADCASTING, March 16). KPOP, 5 kw on 1020 kc (limited with clear channel KDKA Pittsburgh), has application pending for 50 kw daytime. Price includes 8½-acre transmitter property plus site adjacent to KCOP (TV) transmitter on Mount Wilson. KPOP, specializing in Negro and Spanish programming, had $153,000 profit for 1955-56 fiscal year, $153,000 for 1956-57 year and $183,000 for 1957-58 fiscal year, and listed $79,470 profit from July 1958-January 1959. Storer balance sheet as of Dec. 31 listed total assets of $30,025,424 of which $6,112,422 was current assets and $11,782,270 investments and other assets. Current liabilities were $3,662,009, long term debt $748,010 and earned surplus $17,413,102. Net income for 1957 and 1958 after taxes $6,380,668 and $1,580,684, respectively. If FCC approves sale, Storer would have to dispose of one of its am properties.

WEEK'S HEADLINERS

Mr. McDermott

THOMAS MCDERMOTT, vp in charge of radio and tv programming and member of board of directors, Benton & Bowles, N.Y., elected senior vp of agency. Mr. McDermott's elevation said to be part of general upgrading of top executives at agency, set off by election of William D. Tyler, vp in charge of creative services, to executive vp (BROADCASTING, March 23). Mr. McDermott joined B&B in 1942, became assistant to director of tv and radio in 1949, elected vp in charge of radio and tv programming in 1953 and became member of board last year. Among nighttime programs handled by Mr. McDermott's department in agency: *The Loretta Young Show, December Bride, The Ann Sothern Show, The Rifleman, The Danny Thomas Show* and *Zane Grey Theatre.*

W. HOWARD CHASE has resigned as president of Communication Counselors Inc., public relations affiliate of McCann-Erickson, to form new public relations organization, Howard Chase Assoc., which will open in New York April 13. Mr. Chase began with M-E in 1955 as vice president and director of intra-agency public relations department, taking over presidency of CCI at its formation in 1956.

Mr. Steinberg

CHARLES S. STEINBERG, director of information services for CBS-TV, promoted to vp, information services. Previously, Mr. Steinberg had been director of press information for CBS Radio and earlier had been associated with Warner Bros. for 14 years in various publicity posts. Mr. Steinberg, who has Ph.D. from New York U.'s Graduate School of Education, is author of *The Mass Communicators,* book on communications and public relations, published last year by Harper & Bros., New York. He is CBS-TV's representative on industry committee organized to prepare public relations campaign on behalf of television.

Bolling Co., New York, station representative, announced Friday (March 27) new assignments and appointments: G. RICHARD SWIFT, executive vice president, named president of Bolling's television division; G. WILLIAM BOLLING III, who has been in charge of company's West Coast operations for seven years, transfers to New York in triple-title role as vice president, assistant to the president and president of radio division; HENRY J. O'NEILL and LLOYD A. RASKOPF, account executives, named New York sales manager for television and New York sales manager for radio, respectively.

Mr. Baxter

LIONEL F. BAXTER, vp and managing director of WIBG-AM-FM Philadelphia, named to head newly-created post of national director of radio operations of Storer Broadcasting Co. Mr. Baxter will continue his duties as WIBG managing director until his successor is appointed. He entered broadcasting as vp and general manager of WSFA-AM-TV Montgomery, Ala. Prior to WIBG, Mr. Baxter was manager director of WBRC-AM-TV Birmingham, Ala. He was named managing director of WIBG in May 1957 and vp of Storer following July.

HAROLD DAY appointed by ABC-TV to newly created directorship of daytime sales. With network since 1942, Mr. Day most recently served as western division manager of ABC-TV network sales.

HOWARD KANY, manager of CBS Newsfilm since 1953, appointed to newly created position of director of international business relations, CBS-TV Stations Div., effective Wednesday (April 1). Mr. Kany also will continue as supervisor of CBS Newsfilm's foreign and domestic sales, but he will transfer from CBS News to CBS Films Inc.

Mr. Hardesty

JOHN F. HARDESTY, vp and general manager of Radio Advertising Bureau, has resigned effective May 15 to become vp of Hamilton, Stubblefield, Twining & Assoc., radio-tv station broker (CLOSED CIRCUIT, March 23). Mr. Hardesty will make his headquarters in San Francisco and will be responsible for sales in 11 western states, Alaska and Hawaii. He joined RAB for first time in 1951 as local promotion director and left in 1954 to serve for two years as eastern sales manager of Westinghouse Broadcasting Co. In January 1956 he rejoined RAB as vp-general manager. Mr. Hardesty began his career in radio as member of guest relations staff of WJSV Washington (now WTOP) and later handled sales promotion and sales posts at WOL Washington.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

SINCERE CONGRATULATIONS

both to the Storer Broadcasting Company and to CBS Television, on the affiliation of WITI-TV with the Columbia Television Network — an affiliation which, beginning April 1, brings CBS programming to the *entire* Milwaukee market.

Blair Television Associates is proud to continue representation of this outstanding facility.

JOHN BLAIR, *President*

RICHARD L. FOOTE, *Executive Vice President*

4 rich markets as one economical combination buy!

WEST TEXAS
TELEVISION NETWORK

KDUB-TV
LUBBOCK, TEXAS

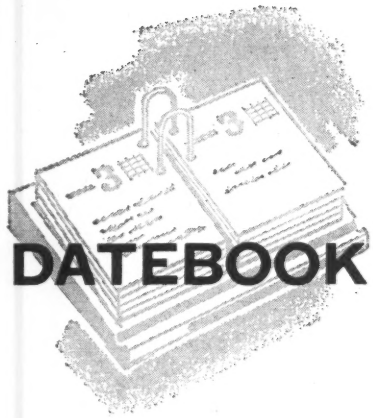
KPAR-TV
ABILENE - SWEETWATER

KEDY-TV
BIG SPRING, TEXAS

KICA-TV
CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

MARCH

March 28-April 3—Weeklong observance of **Golden Anniversary of Broadcasting** and **50th Anniversary of Sigma Delta Chi**, San Jose State College, San Jose, Calif. SDX "Deadline Dinner" April 2 will honor founding of broadcasting in 1909 at San Jose State.

March 30—Deadline for filing copies of direct testimony in FCC's inquiry into allocation of frequencies between 25 mc and 890 mc. Number of copies to be filed: 1 notarized original, and 20 copies.

March 30—du Pont Awards Dinner, Mayflower Hotel, Washington.

APRIL

April 1—Assn. of National Advertisers workshop at Hotel Pierre, New York. Topic: "How to Get More Productive Advertising Through Management-Oriented Research." Henry Schachte, executive v.p., Lever Bros. Co., and chairman of ANA board of directors, will be keynote speaker.

April 1-2—Art Directors Club of New York, 4th Visual Communications Conference, Waldorf-Astoria, New York.

April 1-30—International Radio Consultative Committee (CCIR), 9th plenary assembly, Hotel Biltmore, Los Angeles. This organization, which recommends international standards for radio communication, will take up such questions as television recording, stereophonic broadcasting, space frequencies and tropospheric scatter relays.

April 3-4—Oregon Assn. of Broadcasters, U. of Oregon, Eugene.

April 3-5—Mississippi Broadcasters Assn., annual meeting, Buena Vista Hotel, Biloxi.

April 4—National Headliner Club awards luncheon, Atlantic City, N. J.

April 4—United Press Intl. Broadcasters of Minnesota Assn., Spring Meeting, Radisson Hotel, Minneapolis.

April 5-8—National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—National Premium Buyers, 26th annual exposition, Navy Pier, Chicago. Premium Advertising Assn. of America will meet April 7, same site.

April 7—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud U.S. Presiding: Judge Burnita S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

* **April 10**—U. of Missouri conference on more effective advertising, with agency executives participating, Columbia, Mo.

April 10-11—Republican National Committee meets at Sheraton Park Hotel, Washington. Host city for the 1960 nominating convention will be picked.

April 10-11—West Virginia Broadcasters Assn. spring meeting, Press Club, Charleston. Speakers: FCC Comr. Robert E. Lee; Al N. Sears, national president, Sales Executives International; Adam Young, president, Adam Young Inc.; Chuck Tower, NAB labor relations department, and Robert Mason of WMRN Marion, Ohio, chairman of the All Industry Radio Music License Committee.

April 12-13—Texas Assn. of Broadcasters, spring meeting, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

April 12-15—Assn. of National Advertisers, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 12-19—Technical symposium on aircraft and space communications sponsored by Electronic Industries Assn., McCarren Field, Las Vegas, Nev., during First World Congress of Flight.

April 19-25—Biennial Congress, International Chamber of Commerce, Sheraton Park and Shoreham Hotels, Washington.

April 20—Radio Advertising Bureau sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

April 20-23—American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria Hotel, New York.

April 23—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines) be revoked and allegations of ex parte representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

April 23—Georgia Assn. of Broadcasters, management conference, Dinkler Plaza Hotel, Atlanta.

April 23-24—Assn. of National Advertisers two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

* **April 23-25**—American Assn. of Advertising Agencies, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation on "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidebotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. Rep. Bob Wilson (R-Calif.) to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

April 24—Ohio Assn. of Broadcasters, Sheraton Gibson Hotel, Cincinnati.

April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Santa Fe.

* **April 25**—Spring meeting of Associated Press Broadcasters of Idaho and Utah, Hotel Boise, Boise.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

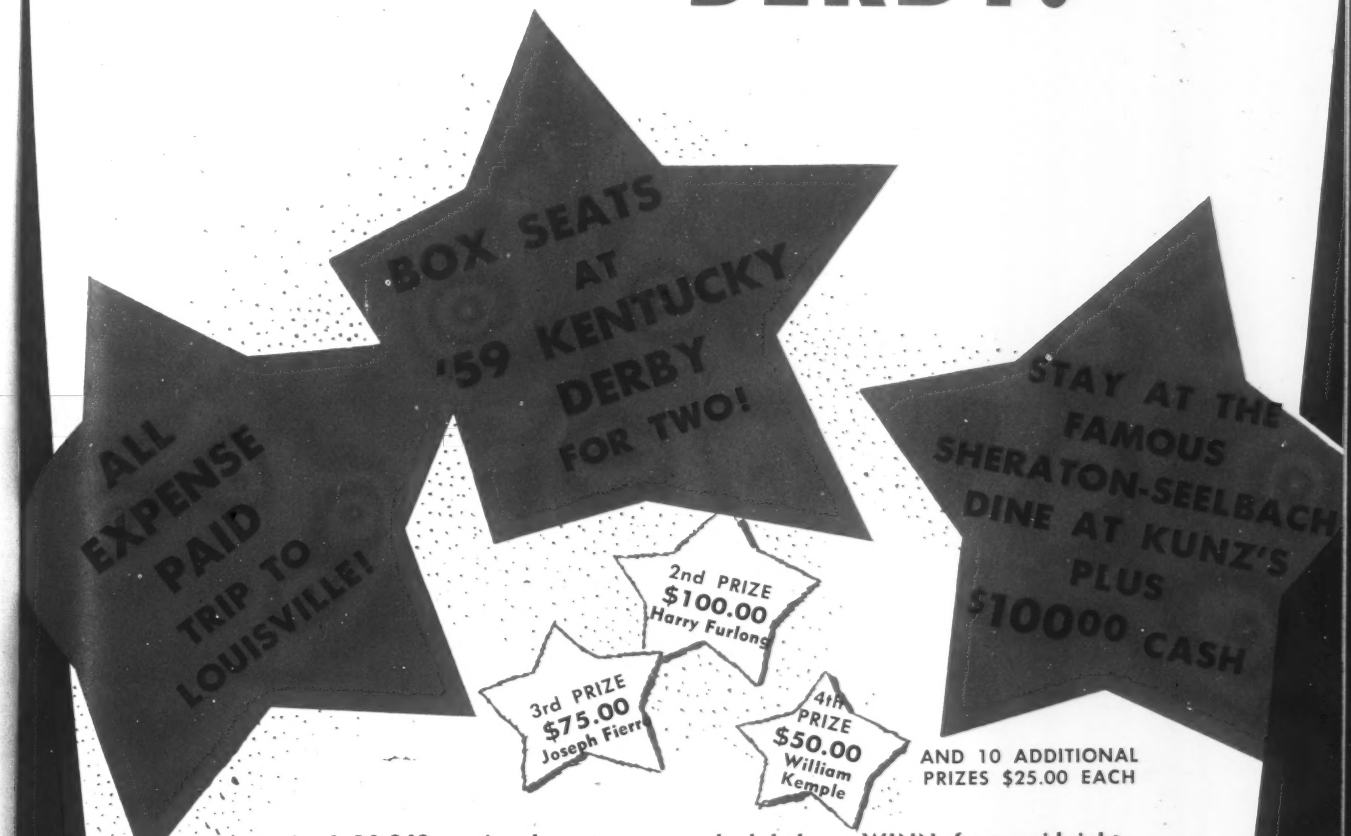
April 30-May 2—Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.

April 30-May 3—American Women in Radio & Television, annual national convention, Waldorf Astoria Hotel, New York.

April 30-May 3—4th district, Advertising Fed-

JERRY SPRAGUE—WINS THE WINN ALL EXPENSE PAID TRIP

to '59 KENTUCKY DERBY!


ALL EXPENSE PAID TRIP TO LOUISVILLE!
BOX SEATS AT '59 KENTUCKY DERBY FOR TWO!
STAY AT THE FAMOUS SHERATON-SEELBACH DINE AT KUNZ'S PLUS $10000 CASH
2nd PRIZE $100.00 Harry Furlong
3rd PRIZE $75.00 Joseph Fierr
4th PRIZE $50.00 William Kemple

AND 10 ADDITIONAL PRIZES $25.00 EACH

A total of 10,842 national spots were scheduled on WINN from midnight August 31, 1958 through February 28, 1959. Jerry Sprague of Cunningham & Walsh, whose guess was 10,800, was the winner. His guess was the closest of the 429 entries. 132 time buyers placed a total of 10,842 national spots in the six-month period on WINN—more than any other radio station in Louisville.

Yes, more national spots, at rate card rates, are placed on WINN every month, for the past 19 months, than any other Louisville station.

WINN

1240 ON THE DIAL
LOUISVILLE, KENTUCKY'S
POPULAR MUSIC
STATION

GLEN HARMON
General Manager

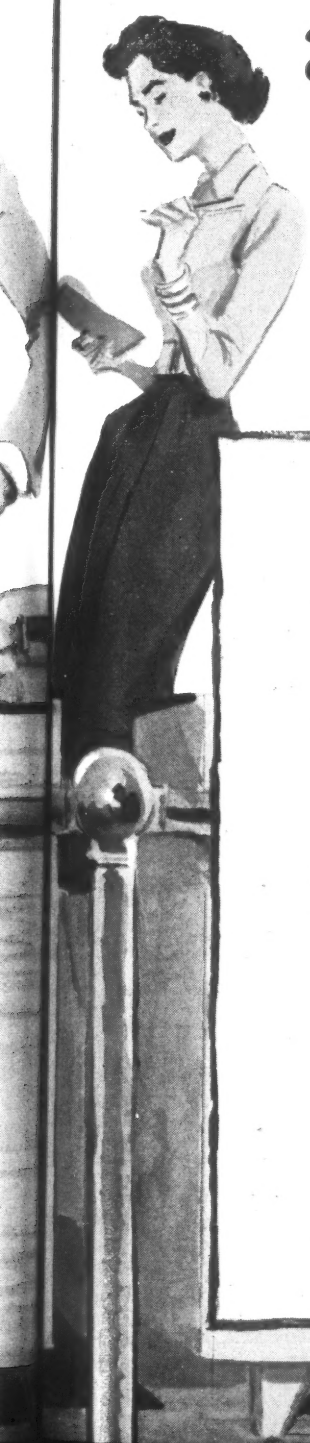
AVERY KNODEL
National Representative

PASSPORT

LOCAL PRODUCTS:

PASSPORTS... and WMAL-TV

ABC IN THE NATION'S CAPITAL



Passports open doors to foreign countries. WMAL-TV opens doors to homes for advertisers.

Passports mean entertainment for cosmopolitan travelers. WMAL-TV means entertainment for working, *buying* metropolitan area residents.

Passports take pictures abroad. WMAL-TV broadcasts another kind of picture—the changing face of the news, the constant faces of local personalities like Del Malkie, Joseph McCaffrey, Morrie Siegel and Jerry Strong, the diverse faces of ABC entertainment.

Passports cost little, WMAL-TV far less, on an individuals-reached-effectively basis. For your passport to Greater Washington, apply to WMAL-TV, where programming is arranged to give advertisers sensibly priced one-minute spots in *all* time classifications.

Washington Means American Leadership

wmal-tv

abc

Channel 7 Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.

3 YEARS OF AUDIENCE LEADERSHIP

For more than three continuous years... covering sixteen consecutive ARB Rating Periods... KCRA-TV has enjoyed audience leadership in the prosperous, growing SACRAMENTO, CALIFORNIA TELEVISION MARKET.

This KCRA-TV audience leadership means more viewers... more sales impressions... greater results for your advertising dollar.

ARB RATING PERIODS	KCRA-TV	STATION "B"	STATION "C"
Nov. 7 — Nov. 13, 1955	32.3	30.3	31.1*
Feb. 8 — Feb. 14, 1956	34.2	29.7	29.7*
June 2 — June 8, 1956	35.7	35.6	25.2*
Nov. 15 — Nov. 21, 1956	43.8	36.1	22.1*
Feb. 8 — Feb. 14, 1957	49.1	32.4	21.7*
• March 18 — April 14, 1957	46.5	31.0	24.7*
May 8 — May 14, 1957	49.7	34.5	19.5*
Oct. 14 — Oct. 20, 1957	58.7	35.3	6.2
Oct. 29 — Nov. 4, 1957	48.8	40.4	11.4
Dec. 1 — Dec. 7, 1957	49.0	39.8	13.8
Feb. 8 — Feb. 14, 1958	49.2	40.9	11.0
May 12 — May 18, 1958	48.0	42.3	16.1
Sept. 9 — Sept. 15, 1958	53.5	35.8	14.1
• Oct. 4 — Oct. 31, 1958	50.7	37.6	12.2
• Nov. 8 — Dec. 5, 1958	50.6	35.6	15.2
• Jan. 5 — Feb. 1, 1959	44.8	30.2	14.9

(*) Denotes total audience share of stations "C & D". Station "D" went off the air after May 8 thru 14, 1957 rating period.
• Denotes four week rating periods.

KCRA • TV 3
SACRAMENTO

CALL YOUR PETRY MAN for availabilities on KCRA-TV, the flourishing Sacramento Audience Leadership Station.

Represented by Edward Petry & Co.

eration of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—National Law Day.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

* **May 4-9—Advertising Research Foundation** seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

***May 6—National Aeronautical Electronics Conference,** Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

May 6-9—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus, Ohio.

May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 7-9—5th district, Advertising Federation of America, convention, Hotel Frederick, Huntington, W.Va.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-Tv Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Virginia AP Broadcasters, spring meeting, National Press Club, Washington, D.C.

* **May 14—Sigma Delta Chi annual banquet** ceremony, Ambassador West Hotel, Chicago, James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

* **May 14—U. of Michigan Advertising Conference.** Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

* **May 20-22—Electronic Industries Assn.** 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 28-31—Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president, and Gordon McLendon, head of McLendon station group. Storz stations are sponsoring seminar with Bill Stewart, Kilpatrick Bldg., Omaha, Neb., as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

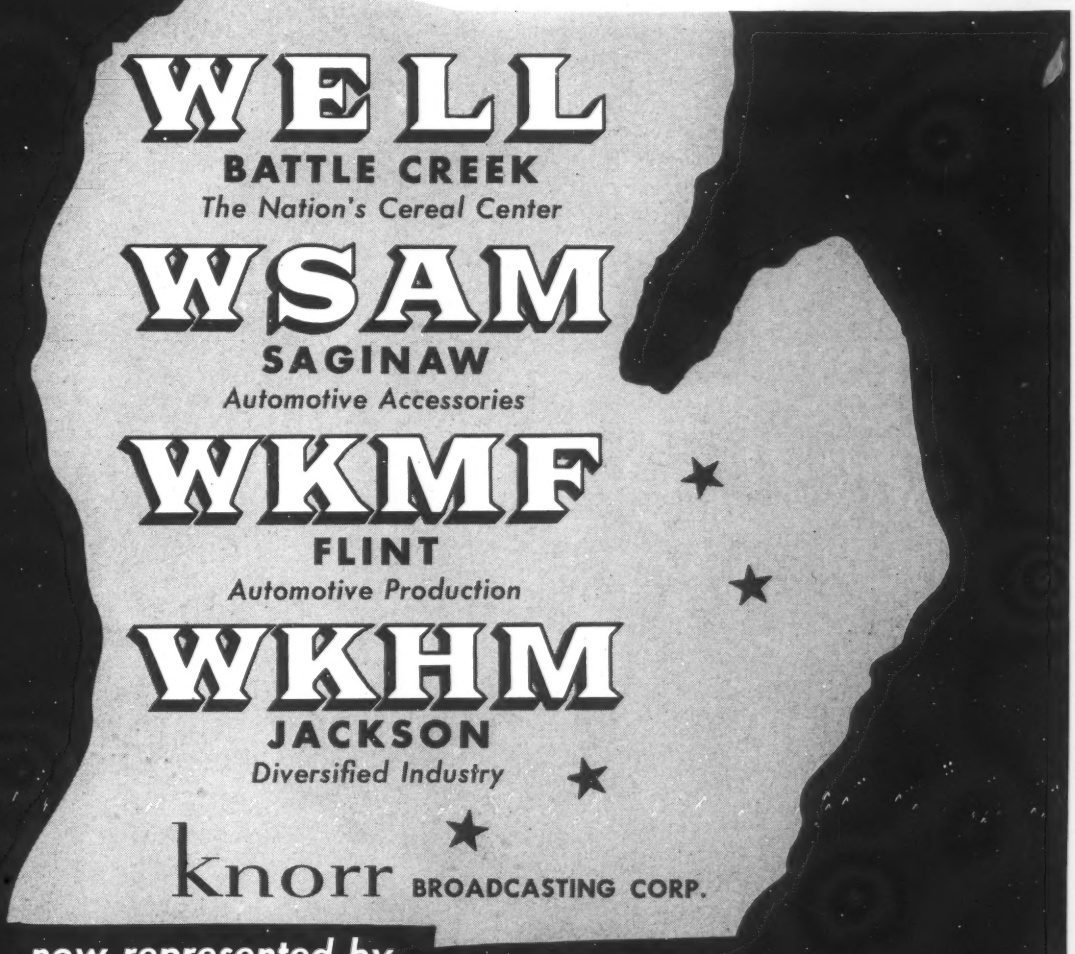
June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

the Knorr Big 4

SPANNING INDUSTRIAL MICHIGAN



WELL
BATTLE CREEK
The Nation's Cereal Center

WSAM
SAGINAW
Automotive Accessories

WKMF
FLINT
Automotive Production

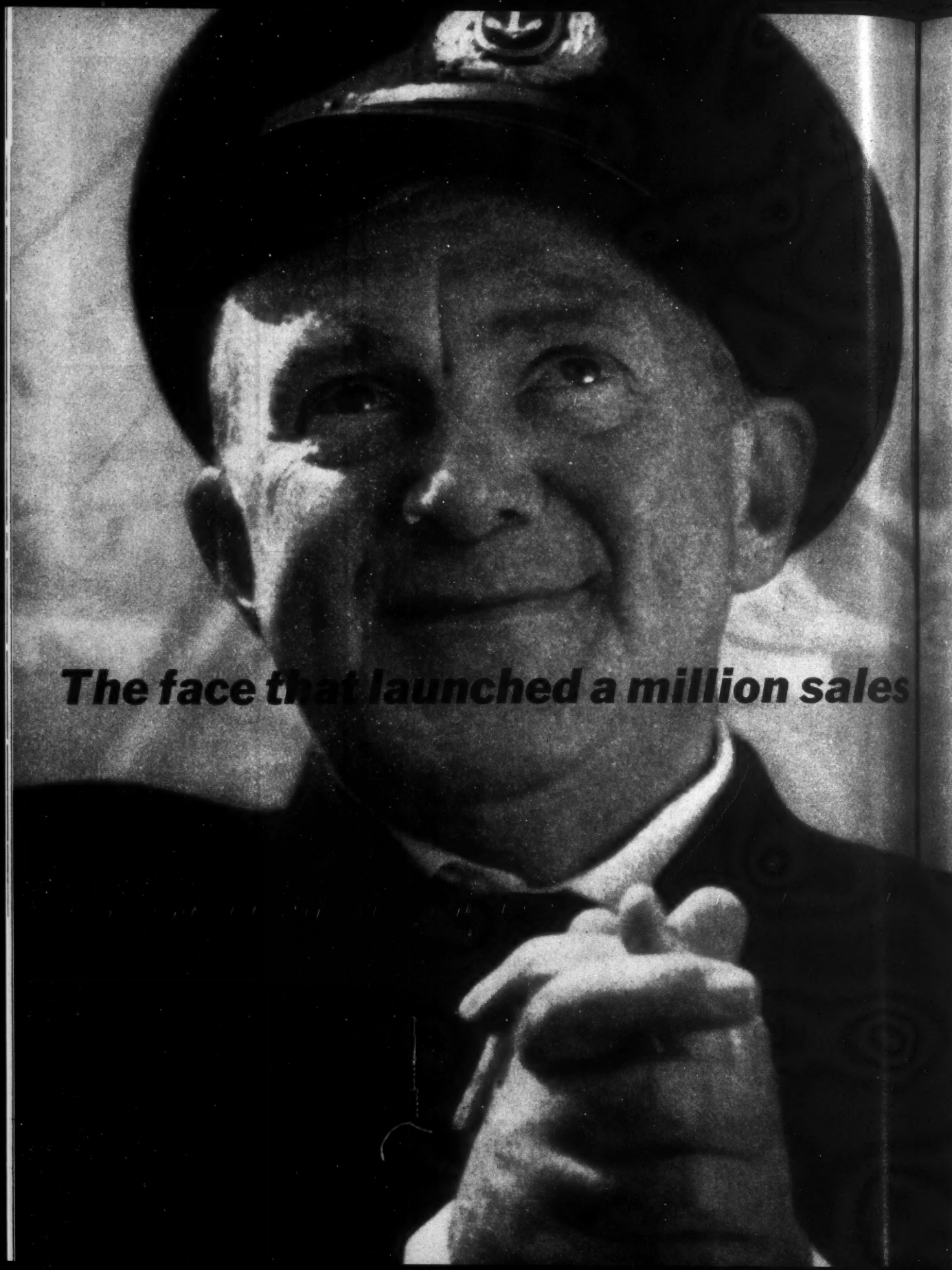
WKHM
JACKSON
Diversified Industry

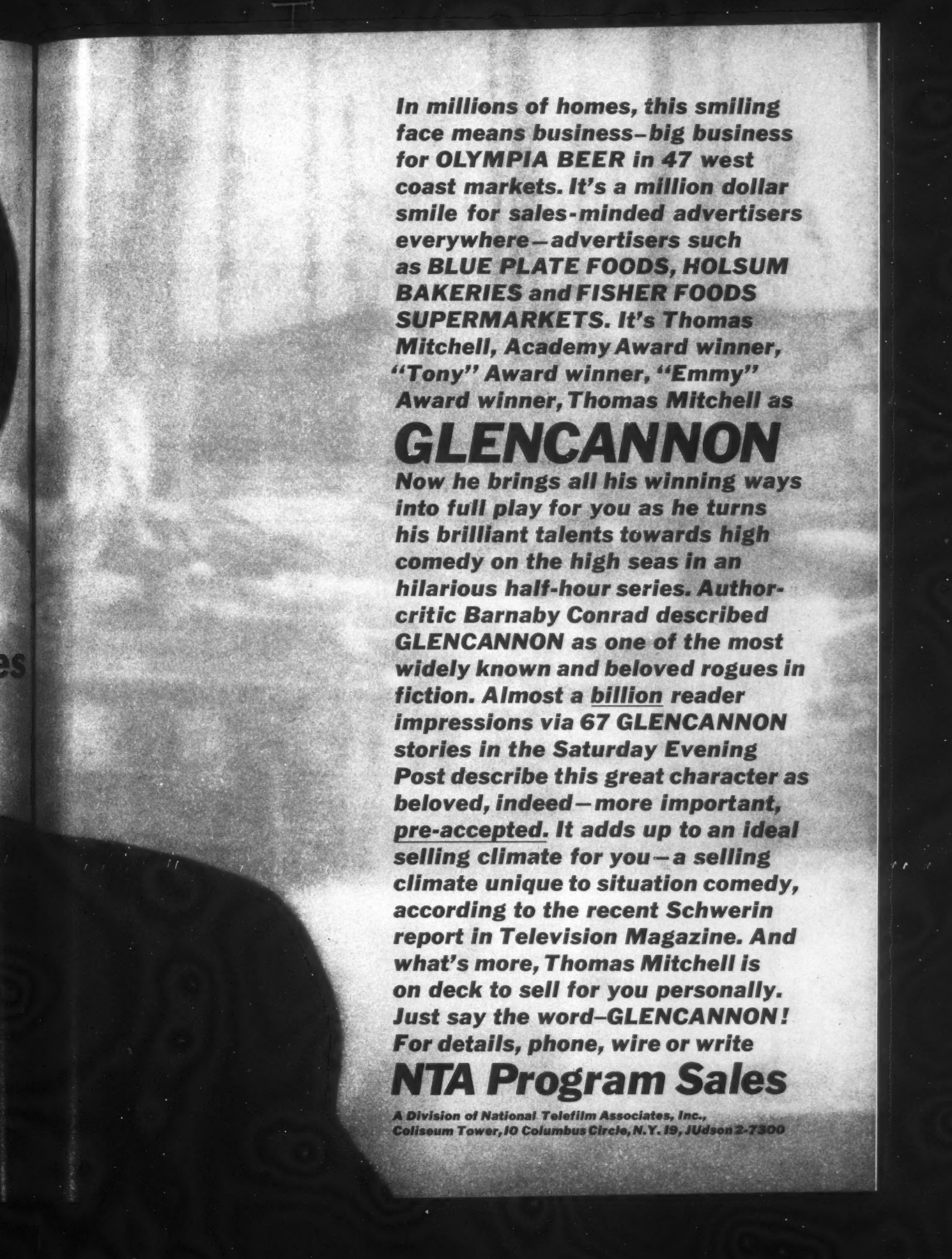
knorr BROADCASTING CORP.

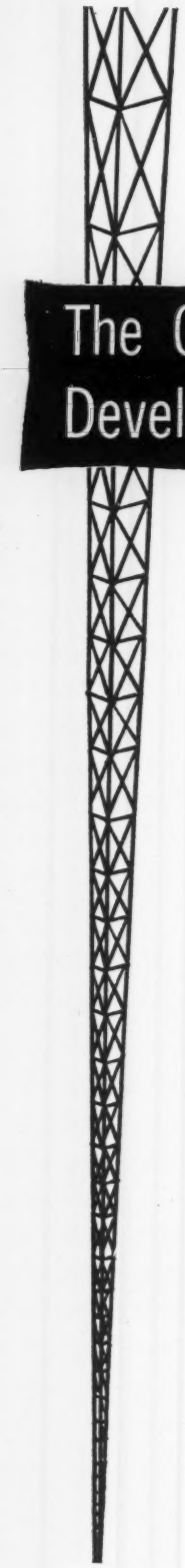
now represented by

McGAVREN-QUINN
CORPORATION

NYC	CHICAGO	LOS ANGELES	SAN FRANCISCO	SEATTLE
60 E. 56 St.	35 E. Wacker Drive	1741 Ivar Ave.	110 Sutter St.	101 Jones Bldg.
Plaza 1-4650	Franklin 2-1370	Hollywood 4-6146	Yukon 6-4112	Main 4-8133


The face that launched a million sales


In millions of homes, this smiling face means business–big business for OLYMPIA BEER in 47 west coast markets. It's a million dollar smile for sales-minded advertisers everywhere–advertisers such as BLUE PLATE FOODS, HOLSUM BAKERIES and FISHER FOODS SUPERMARKETS. It's Thomas Mitchell, Academy Award winner, "Tony" Award winner, "Emmy" Award winner, Thomas Mitchell as
GLENCANNON
Now he brings all his winning ways into full play for you as he turns his brilliant talents towards high comedy on the high seas in an hilarious half-hour series. Author-critic Barnaby Conrad described GLENCANNON as one of the most widely known and beloved rogues in fiction. Almost a billion reader impressions via 67 GLENCANNON stories in the Saturday Evening Post describe this great character as beloved, indeed–more important, pre-accepted. It adds up to an ideal selling climate for you–a selling climate unique to situation comedy, according to the recent Schwerin report in Television Magazine. And what's more, Thomas Mitchell is on deck to sell for you personally. Just say the word–GLENCANNON! For details, phone, wire or write
NTA Program Sales
A Division of National Telefilm Associates, Inc.,
Coliseum Tower, 10 Columbus Circle, N.Y. 19, JUdson 2-7300



Announcing...

The Central South's Most Important Advertising Development Since The Advent of Telecasting

Now that WSM-TV is telecasting from the Central South's tallest tower (1408 feet above average terrain), all previous information about and strategy for selling the Nashville Market is obsolete.

HERE ARE THE FACTS:

The New Nashville Market	Total (New Tower)	Gain (New Tower)
Population	1,728,800	550,300
Effective Buying Income	$2,074,487,000.00	$573,556,000.00
Retail Sales	$1,519,052,000.00	$417,878,000.00

(Market Data — Sales Management)

ALL THIS AND A 40.5 SHARE TOO (FEB. ARB)

To evaluate quickly, by buying WSM-TV you can now reach over a half-million new people, who add over half a billion dollars in effective buying income, who actually spend nearly half a billion dollars annually. In short, the new WSM-TV Tower has increased the potential of the Nashville Market by better than one-fourth.

Isn't it time to re-evaluate your market strategy in the Central South?

WSM-TV

Nashville, Tennessee

Represented by Petry

N W E S CHANNEL 4 WSM • TV

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

MONDAY MEMO

from **DAVID WERMEN,** *president, Wermen & Schorr Inc., Philadelphia*

Supporting the media buy boosts sales

What is the most critical period in a broadcast media campaign?

Is it selection of the vehicle? Choice of markets? Cycling of campaign time? Selection of availabilities? Preparation of commercial theme? Production of commercials? Awaiting consumer buying reaction and ratings?

All of these are important, of course, but at Wermen & Schorr we believe the most critical period occurs between the time the media buy is made and first air date. Why? Because that's the time when an advertiser and agency must sell "against" the buy, and in most instances the time is so short that every hour is precious.

To us, selling "against" the buy takes many forms. First the client's own sales organization must be informed and sold—whirled up as it were. Next, broker and jobber organizations must get the same treatment. Then it must be passed along to the buyer at the retail level together with a selling message. Every customer and prospect on our client's list must feel the potential impact of the media buy to the point where he will order full stocks of the client's products. He must also see that his retail outlets are not only fully stocked, but displaying the product prominently as well.

Be Prepared • No matter how astute the media buy, no matter how exciting the vehicle, no matter how outstanding the commercial message, if the product isn't on the shelf you don't make a sale.

We have found that a dynamic preselling campaign can open up new markets, add an entire new category of retail establishments for a product, secure important display space in windows, on counters, and at end aisles, gain distribution for a new item or a new size in the line, and open doors to jobbers and retailers who had given the client's salesman a cold "no" a scant six weeks before.

The Three Bees • What's the secret? Actually there isn't any. We rely on a formula of Three Bees—be timely, be complete, be brief. For example. We decided, based on excellent sales results the preceding year, to buy as much baseball on radio and television for Phillies Cigars as availability and budget would permit. In each case the negotiations were long and complicated. Our radio and television people had to dicker with club owners, last year's sponsors, station sales organizations, other advertising agencies and station production people for lines and facilities. But as soon as agreements had been finalized, telephone calls and follow-up letters went to every Phillies sales representative in the area giving him the complete story: air date, number of games, names of personalities doing the play-by-play, station list, dates of games, etc.

Wires giving the story in brief were sent to every jobber in the territory whether or not he stocked Phillies. These wires urged him to see his Phillies representative for the full story. Carbons of these wires then went to the salesmen together with a suggested sales pitch. Mailings were made to key retailers, publicity and ads were placed in regional trade papers and as soon as arrangements could be made, a complete sales clinic was held in the territory with the play-by-play announcer present if possible.

Has it worked? Over a hundred new distributors have been added and product sales are so far ahead of last year that the figures stagger the imagination.

What Did It? • No, it wasn't all baseball. Phillies has sponsored, or cosponsored in the last six months, all on NBC-TV, the election night returns on the full network, the NCAA game of the week on the full network, the Sugar Bowl, Senior Bowl, the NCAA college football game of the week, the NBA Pro-basketball game of the week, and *Jackpot Bowling* Friday nights following the fights.

Starting this season, Phillies adds *Baseball Game of the Week* on NBC-TV and regional radio every Saturday and Sunday. But this fabulous lineup could not have introduced two new cigar shapes and made them the best sellers in their category if the merchandise had not been in the stores when the consumers asked for them. Selling "against" put them there.

Another new cigar from Phillies is on the way. We're calling it a "Cheroot" and the selling theme will be western. Already the wheels are turning to make sure every cigar counter from Portland, Me., to Portland, Ore., has Cheroots on hand when the first commercial hits the airwaves early in May.

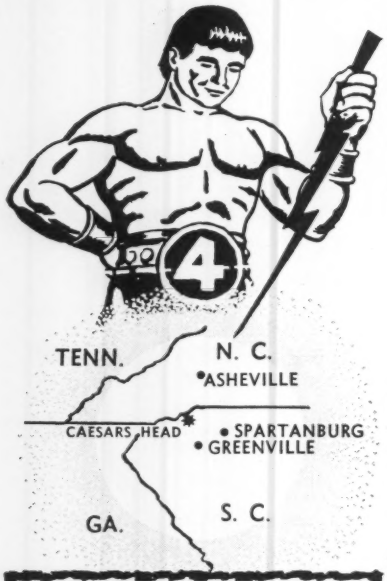
Different clients have different selling problems, of course, but we have found that the pre-selling of air media has been effective in all cases.

Retailer Knows the Score • The pattern is the same with account after account. If everyone along the busy channel of distribution is told the simple who, why, what, when and where of an air media buy in a dramatic way, the sales results must be dramatic, for radio and television are dramatic advertising media and the retailer knows it—far better than many of us think. We make it a rule at Wermen & Schorr for account executives and radio and television contact men to present to the client a suggested timetable of merchandising activities that will precede an air date. Moreover, that timetable must be specific as to the area of responsibility of client, agency, and media as well as just when the function will be carried out.

Elementary? Perhaps! But good selling most often is.

Dave Wermen, 40-odd years ago as an errand boy for a major store in Philadelphia, was intrigued by the work of the late Harry Feigenbaum, then advertising manager for the firm. Young Dave spent spare moments in the advertising office writing bits of copy and learning the facts of hard-sell retailing. When Mr. Feigenbaum opened his own agency, Dave Wermen became the first employe. Eventually he became account executive and still later a full partner, when the name was changed to Feigenbaum & Wermen. Harry Feigenbaum died in 1958 and J. Leonard Schorr, vice president, became equal partner. The name was changed to Wermen & Schorr this year and the company moved to new and enlarged quarters at 1616 Walnut St. in Philadelphia. The agency has a multi-million dollar billing through its 26 accounts.

THE ONLY ONE
THAT GIVES YOU
ALL THREE



GREENVILLE
SPARTANBURG
ASHEVILLE

Only WFBC-TV, "The Giant of Southern Skies," gives you dominant coverage in these three metropolitan markets.

Ask the Station or WEED for latest market data, surveys and availabilities.

Represented Nationally by
WEED TELEVISION CORP.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

OPEN MIKE

Support from all but two

EDITOR:

In your article on a copyright bill before the New Mexico legislature [BROADCASTING, March 9], it was stated that "some" of the broadcasters within the state were supporting this bill. I would appreciate a correction, as this bill was pressed by the legislative committee of the New Mexico Broadcasters Assn. at the request of broadcasters. Only two broadcasters opposed the bill in its present form.

The bill is considerably watered down, but NMBA feels it is a good starting point.

James A. Duncan
(KSIL Silver City)
President
New Mexico Broadcasters Assn.

Fragrant advertising

EDITOR:

I have just hung our copy of the March 16 issue out to air (to use a terrible pun).

So many people came in the office today and said, "What is that horrible smell," that such drastic action was necessary.

Seriously, we think the perfumed page stunt (must have been WGAL-TV) is one that will never be forgotten. We at WLRN will never forget WGAL-TV anyway, as they helped our station establish new studios by donating two Fairchild turntables, with cabinets and tone arms, to our rebuilding project.

For the generosity of WGAL-TV, and for the excellence of your magazine, we of this college station are grateful.

John B. P. Hood
Manager, WLRN, Lehigh U.
Bethlehem, Pa.

EDITOR:

I have just torn out page 3 and 4 of the March 16 issue and it is now under water.

But the rose lingers. Wow!

Galen O. Gilbert
Manager
KTLQ Tahlequah, Okla.

Magazine versus television

EDITOR:

Your recent article in the March 16 issue was indeed enlightening [story about *Newsweek* anti-tv campaign]. We just wonder how long this "knocking of tv" is going to continue. The longer this bickering continues between print and broadcast media the faster people are going to loose faith in *all* media advertising.

All media has a place in our society. Each has its own characteristics which the other does not have. Therefore an advertiser will always be in need of a certain media for his specific campaign or message . . .

When magazines continue to attack television in this manner it is indeed showing a sign of weakness. As George Huntington of TvB so aptly put it, "it is indeed presumptuous of them to insult their reading public." People will *always* do what they *like* to do.

Peter T. Childs
Broadcast Manager
The Branham Co.
San Francisco

Radio defense plan

EDITOR:

Would like 8 or 10 reprints of March 16 "Radio Defense Plan at Last?" story for distribution to key state civil defense offices. Terrific story and welcome news.

Ralph J. Robinson
Vice President-Manager
WACE Chicopee, Mass.

Disagrees with TASO's Dr. Town

EDITOR:

. . . You covered thoroughly the TASO report on the future of uhf—*bleak* was the word (page 51, March 16). In our judgment this is not true and we again use the people's opinion as statistical proof. Harrisburg is now a three station market—served by an 11-year-old vhf station in Lancaster, Pa., with transmitter located 22 miles from Harrisburg.

We are one uhf channel—27—in the capital city. The other is WHP, ch. 55. We both operate with a million watts of power and have been on the air close to six years. In prime viewing time, ARB indicates the following share of audience Sunday through Saturday 6-10 p.m.: Four week average—WTPA 34.6, WHP-TV 21.9, WGAL-TV 39.1 (the "v"). Is this not proof that people are interested in two things . . . (1) Clarity of picture . . . (2) Programs. . .?

The purported depreciation of a uhf station beyond 40 miles is of small con-

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

THE BURNS AND ALLEN SHOW

Running Rings Around All Competition!

NO. 1 SYNDICATED COMEDY!

Top 10 Comedy Shows As Reported In Television Age*

Rank	Program	Distributor	National Weighted Average	Viewers Per 100 Homes Tuned In Men	Women	Children
1	Burns and Allen	Screen Gems	11.5	73	84	43
2	People's Choice	ABC	10.0	67	74	56
3	The Honeymooners	CBS	8.7	69	71	65
4	How to Marry a Millionaire	NTA	8.5	74	82	39
5	Amos 'n' Andy	CBS	7.3	39	46	87
6	Life of Riley	CNP	7.2	68	76	49
7	This Is Alice	NTA	6.5	78	82	49
8	Our Miss Brooks	CBS	6.0	10	82	43
9	Topper	Schubert	5.5	30	35	49
10	Susie	ITC	5.4	9	84	37

* FEB. 9, 1959

Selling for:

- S & W FINE FOODS
- RIVAL DOG FOODS
- NUCOA MARGARINE
- HOUSEHOLD FINANCE CORP.
- ST. JOSEPH'S ASPIRIN
- LESTOIL
- 4-WAY COLD TABLETS...

and many other blue chip advertisers.

ALREADY SOLD IN 96 MARKETS...

FOR FULL DETAILS ON THESE 239 ROLLICKING HALF-HOURS... CALL

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK • DETROIT • CHICAGO • HOUSTON • HOLLYWOOD • ATLANTA • TORONTO

sequence, for isn't the ultimate purpose of the allocations system to provide more stations in more communities without interference? . . . Uhf should be judged not on its failures, but on its successes. That is our story.

Donald D. Wear
General Manager
WTPA (TV) Harrisburg, Pa.

[EDITOR'S NOTE: The March 16 story quoted the conclusions of TASO's executive director, Dr. George Town, about uhf, not ours.]

One-rate theme not new

EDITOR:

WITH notes with a great deal of interest the movement toward a one-rate structure and heartily endorses it. WITH has had a single rate for its full 18 years of existence . . . agencies and advertisers over the years have appreciated this one-rate standard very much.

R.C. Embry
Vice President
WITH Baltimore

EDITOR:

. . . Last May, when we assumed ownership of the station, we initiated what we felt might be a new concept, that of a single rate for local and national advertisers. It was and is our feeling that there have been abuses of the "two-rate" concept and we were eager to begin operations . . . in a positive manner.

Richard B. Baker
Executive V.P. and Gen. Mgr.
WMET Miami Beach, Fla.

No juke box radio

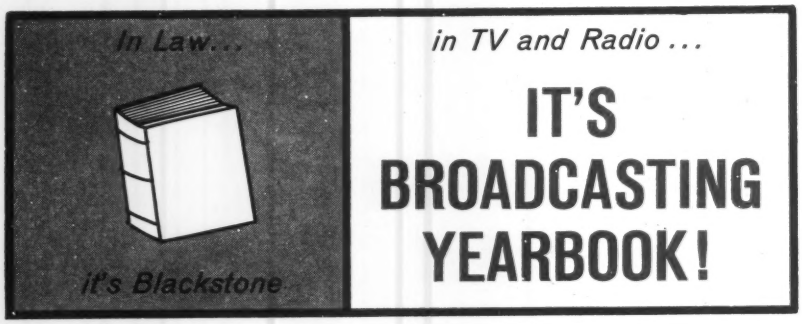
EDITOR:

I would . . . like to take this opportunity to express my wholehearted agreement with William D. Hayward's suggestion (OPEN MIKE, March 9) to throw the "audio book" at the video office by rebroadcasting radio programs of 1939-45 vintage. I think the idea is excellent and that it will help to remind people that a radio is more than just a juke box. . . .

. . . Let me thank you for the many hours of useful and informative reading your magazine has brought me ever since I saw the first copy, five years ago in Iceland.

I credit BROADCASTING with having given me enough knowledge of American commercial broadcasting to enable me to take over a position as producer for a radio station in Philadelphia (WCAU) and subsequently branch out on my own as a packager. . . .

Christiern G. Albertson
President, Gabriel Productions
Philadelphia



A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence – but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved all year) by thousands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1959 **BROADCASTING YEARBOOK** – out in August – will give some 16,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: July 1 for proofs; July 15, final. **Call or wire collect to reserve space!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

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OF THE IDEA RESULTS IN EXCITING TELEVISION

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CHANNEL

KPLR•TV 11 VIDEO CITY

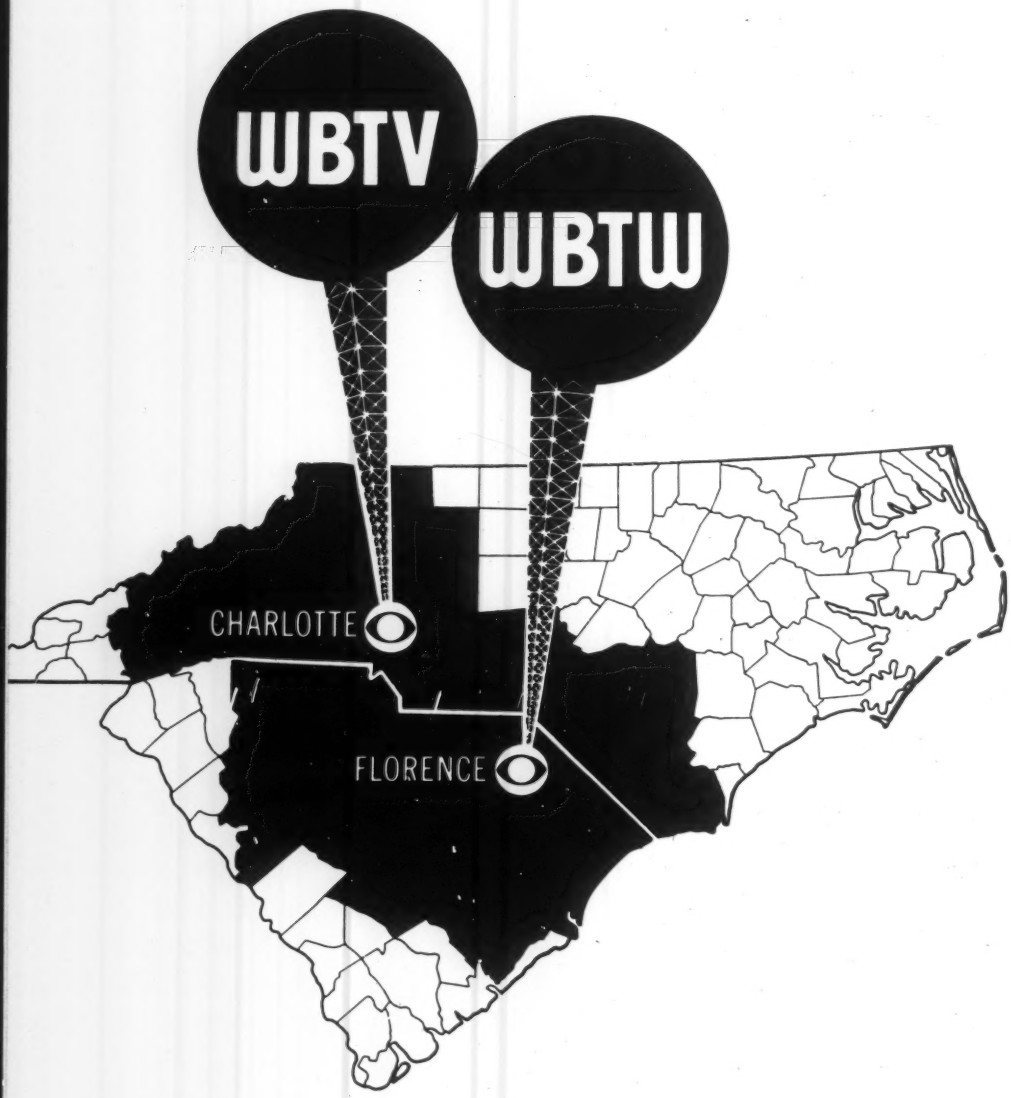
THE CHASE-PARK PLAZA HOTELS • ST. LOUIS 8, MISSOURI

HAROLD KOPLAR - PRESIDENT
JAMES L. CADDIGAN - VICE PRESIDENT
JAMES GOLDSMITH - SALES MANAGER

NOW COVER

Two great Carolina stations can telecast your advertising message simultaneously with one purchase—increased economy with increased coverage.

57.4% OF CAROLINA TV HOMES in one buy at an attractive discount.



WBTV, Charlotte, and WBTW, Florence, are *now* linked by two-way microwave, enabling these great area stations to telecast simultaneously and giving advertisers an exciting double buy at an attractive bonus discount.

Extend your advertising on either Jefferson Standard television station to include the other—or buy both stations together. *You'll cover almost 60%* of all television homes in the Carolinas!*

Combination buys earn 15% discount on WBTW rates, in addition to all other applicable discounts—*increased economy with increased coverage.* If you're already using WBTV, you can add the rich, balanced agricultural-industrial WBTW market at an exceptionally low cost-per-thousand.

Here's the combination for increased Carolina sales at a most economical rate. WBTV-WBTW, by microwave.

*NCS #3—March, 1958.

One call to CBS TV Spot Sales will do it!

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

March 30, 1959
Vol. 56 No. 13

RESCUE SQUAD TAKES OVER AT MBS

Creditors okay deferments of old debts to keep network going

The odds on Mutual took a turn for the better early last week with announcement that the Malcolm Smith group had purchased the network from Scranton Corp. The sale cut Mutual free from the unsteady fortunes of ex-bosses A.L. Guterma and Hal Roach Jr.

Mr. Smith and his associates, in effect, got the network simply by being willing to take on its debts. The most important thing they brought along was their ability to win a stay of creditor demands for what appears to be two years. One of the creditors told BROADCASTING that there would be an initial 6-month moratorium in which no creditors would seek payment, and after that Mutual would have an additional 18 months to satisfy past obligations. The terms were conditioned on Mutual's meeting current obligations promptly, beginning March 31. Some time before the final deadlines the new owners will have to get up enough money to pay off around $1 million in obligations.

While the sale to the Smith group gives Mutual a breather, it does not solve all the problems which have plagued the network in recent weeks. There remains a considerable fence-mending job to preserve its prime assets —affiliates—and to restore confidence in the network's ability to survive. That job was made the more complicated last week by two developments.

The first was Intermountain Network confirming that it was pulling 40 of its 41 stations out of Mutual as of March 31—new owners or no—in favor of affiliation with ABC Radio (the exception: KIMN Denver). This was reported in BROADCASTING March 16, and had been the subject of continued dispute since then, with Mutual maintaining that Intermountain, at worst, would be a dual affiliate with the lion's share of its time going to MBS.

Disaffiliation • The picture became so clouded that Intermountain took the unusual step of going on closed circuit to its affiliates to disavow Mutual's report. Lynn Meyer, president of Intermountain, told BROADCASTING last week that "Mutual apparently refuses to believe that we have disaffiliated. We are sympathetic to their problem, but we have definitely affiliated with ABC Radio."

The disaffiliation of Intermountain was further emphasized by George Hatch, chairman of Intermountain and president of KALL Salt Lake City, its key station. When Mr. Smith announced his takeover to affiliates, he said that three members of the Mutual Affiliates Advisory Committee, including Mr. Hatch, would be eligible to serve on the network's board of directors. This was interpreted by some newspapers to mean that Mr. Hatch *would* serve in that capacity. Mr. Hatch sent a telegram to Mr. Smith last Wednesday, with copies to the press, saying that "as per my conversation with Lindeman (one of Mr. Smith's associates) in Chicago, it is impossible for me to serve on the Mutual Broadcasting System board of directors."

The second complication was the planned dissolution of the Don Lee regional hookup on the West Coast. Twenty Don Lee stations affiliated with ABC and others planned to go independent (see page 30).

The Mutual Deal • Mr. Smith and his associates, Richard Davimos and Enoch Light, entered the picture March 6 when they purchased an option on the network from Robert Hurleigh, MBS senior vice president in Washington, for $50,000. They exercised that option late March 21. In the meantime they had been paying $35,000 each week to AT&T, Mutual's major creditor, to keep current on phone bills.

As far as could be determined, that was the only cash involved to date. When Scranton Corp. stockholders deposed Hal Roach Jr. from control of Mutual's parent company a little over a week ago (BROADCASTING, March 23), they imposed another stipulation. Mutual was being carried as an asset on Scranton's books, and although they were glad to be free of the network's obligations, they still wanted something to put on the books in its place. It's

CONTINUES *on page 30*

Malcolm Smith, Mutual chairman: for story of the man who salvaged network, turn page

The man who salvaged Mutual

Mutual's new chairman, Malcolm E. Smith Jr., was born June 18, 1917, in New York City. His father was (and is) in real estate in Long Island. The family enterprises centered around Smithtown, named for ancestor "Bull" Smith.* Malcolm Jr. went to the local schools there, attended Pomfret prep school in Connecticut, skipped college and went to work.

At 18, in 1935, he took his first job with the Huber Hoge advertising agency, where he received his indoctrination in the mail order business. He started as a general assistant, later became an account executive for such accounts as Doubleday and Weiss publishing houses. It was with Huber Hoge that he first bought radio time. Even today he considers himself primarily a radio specialist (in his remarks to Mutual affiliates last week he mentioned having purchased over $20 million in radio time).

Came World War II, and in 1943 Mr. Smith was drafted into the Army. His military career was something short of meteoric—he entered a private in 1943 and came out a corporal in 1946.

Upon his discharge Mr. Smith decided to go into business for himself. Mail order was the field he knew best, so he found himself a product—kits of plastic bags that housewives used for covering foods, etc—bought some radio time, named his firm the Radio Offer Co. and was in business. The kits—like almost everything else he's touched since then—sold immediately and well.

Record Business • It was in that period that Dick Davimos (now president of Mutual) joined him as a partner. The two started making phonograph records for mail order sale. Their first venture was called "18 Top Hits," a package of three 78 rpm discs with three songs to a side. The "18 Top Hits" sold for $2.98—and sold thousands.

The Smith-Davimos team then started Waldorf Music Hall, which claims to be the largest supplier of low priced records. These are sold through chain stores, 98 cents for 78s, 79 cents for 45s and $1.98 for lps.

A third associate entered the picture when Enoch Light joined them as musical director. Mr. Light was a well known orchestra leader in the 30s, whose career had been sidetracked by an automobile accident which laid him up for two years. Since Mr. Light joined the company, it has expanded its record line to include these labels: Colortone, a cheaper companion to the Waldorf line ($1.49 against $1.98 for lps), Audition Records, sold exclusively through F. W. Woolworth Stores, the C. C. Award Record Club and Grand Awards Records, a quality line.

The Import Business • Two years ago Mr. Smith went into the import business, forming Harrison Home Products Co. (named for its headquarters in Harrison, N.J.) and beginning by distributing Addiator, a pocket-sized adding machine from Germany that sells, in various models, $3.98 to $29. The initial distribution was mail order, but now is handled through department stores and stationery distributors. Later the company added AddiPresto, another miniature adding device from Italy, and Vivif, an artificial minnow for fishermen.

Although many of Mr. Smith's products got their start in mail order, and some are still sold that way, he disclaims any strong association with per inquiry advertising—which often goes hand-in-hand with mail order. "Sure we've done some P.I.—you have to sometime in this business, but I can assure you it's never represented over 1% of our time buying."

Victor & Richards was formed as an advertising agency to service the various products of the Smith-Davimos-Light complex. The "Victor" is Victor Lindeman Jr., executive vice president, and the "Richards" is Richard Davimos, president. Mr. Smith is copy chief of the agency, a title which does not reflect his standing in the company but merely describes a job he often does for it.

Why did Mr. Smith want to get into the radio network business? He thinks it can be profitable. As for the fact that all radio networks have lost money in recent years, he thinks it's because (1) tv siphoned off the nighttime audience and (2) network policies in general have been uneconomical, with high overhead, big staffs and programs that stations didn't want. He thinks Mutual's format, based on news, sports and special events, is more in line with what stations want from a network, and he thinks it can make money.

Plans for Mutual • His specific ideas for running the network haven't been worked out yet—he's spent most of his time just trying to buy it. But they do include expansion of service and, he hopes, expansion in number of advertisers. His companies will be among those advertisers, but Mr. Smith is not counting on them to make the difference between profit and loss.

The holdover Mutual executives who made the deal with Mr. Smith seem genuinely optimistic with the new arrangement, Blair Walliser, MBS executive vice president under both the old and new regimes, said last week of Mr. Smith: "He's got guts."

Although Malcolm Smith disclaims any notion that he's a wealthy man, he's obviously done well for his 41 years (associate Dick Davimos is 36). Despite the pressure of his many business activities he generally makes it home every night (a two-hour, 50-mile commute via the Long Island Railroad), takes Fridays off as well as the weekends and goes to Lake Mattamuskwet, N.C., every January for the goose hunting.

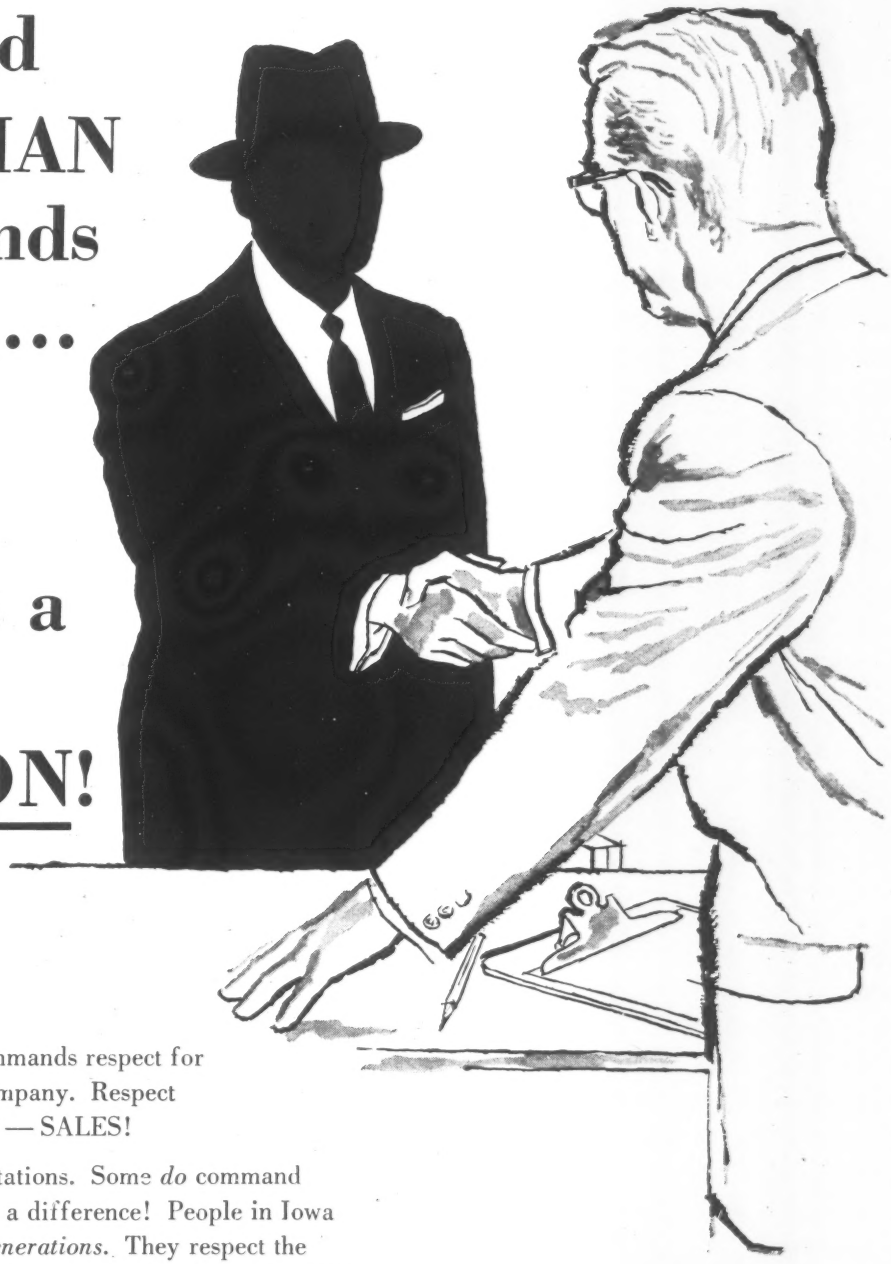
He also finds time to participate in civic activities, was road commissioner for Nissequoque, L. I., headed the Boy Scout drive there last year and is a member of the associate vestry of St. James Episcopal Church.

His major leisure activities are tennis ("pretty bad"), hunting ("pretty good") and his family. He and his wife Jennifer, whom he married in 1947, have four children: Jennifer, 10; Malcolm III, 7; Helen LeRoy, 6, and Cynthia Carteret, 1. They live in a 10-room, ranch-style house they built two years ago in Smithtown.

* He's the one whose trade with the Indians for the land was conditioned on "all the land he could ride around in one day on his bull" (BROADCASTING, March 16).

A good SALESMAN commands respect...

and so does a good STATION!



A really good salesman commands respect for himself, his product, his company. Respect means confidence — *belief* — SALES!

The same is true of radio stations. Some *do* command respect, and this *does* make a difference! People in Iowa have respected WHO for *generations*. They respect the advertising they hear on WHO because they know that WHO sees to it that *everything* we broadcast is dependable, respectable and sound—news, sports, entertainment AND COMMERCIALS.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

You undoubtedly evaluate the stations you select as closely as you do your salesmen. When you want a top-notch radio station in Iowa, ask PGW about WHO Radio—Iowa's greatest!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

CONTINUED *from page 27*
believed that the Smith group would agree to give Scranton and its subsidiary Hal Roach Studios something over a million dollars in advertising time to satisfy the Scranton demand.

A major question which neither Scranton Corp. nor Mutual's new owners would answer was "who pays off Armand Hammer?" Scranton and Hal Roach Studios had bought the network from Mr. Hammer last September, in return for stock, cash and $400,000 in promissory notes payable over a three-year period (BROADCASTING, Feb. 16).

Smith's Closed Circuit • Mr. Smith told Mutual affiliates via closed circuit last Monday that he and his associates had assumed control of the network, and that he would be its chairman while Mr. Davimos would be president. (Mr. Davimos also is president of Victor & Richards, the house agency for the record and distribution companies in the Smith complex.)

He also announced that broadcaster Theodore Granik (*American Forum of the Air* and *Youth Wants to Know*, both syndicated by Westinghouse Broadcasting Co.) and orchestra leader Enoch Light would be members of the board. Mr. Light is musical director of the Smith record companies and an associate in other Smith enterprises.

In what was announced as an innovation in network-station relations, Mr. Smith said the three top elective posts in the Mutual Affiliates Advisory committee would automatically be eligible for MBS board membership: the chairman, vice chairman and chairman of the resolutions subcommittee. Present incumbents are Victor C. Diehm, WAZL Hazleton, Pa., Carter C. Peterson, WCCP Savannah, Ga., and Mr. Hatch of KALL Salt Lake City. Presumably Messrs. Diehm and Peterson would accept; Mr. Hatch declined. A spokesman for Mr. Hatch indicated he would resign his position on the MAAC.

Mr. Hurleigh and Blair Walliser, Mutual executive vice president, retain their positions on the board and their jobs with the network. Mr. Davimos' presidency will pertain principally to policy and fiscal matters, while Mr. Walliser will remain in operational control of the network.

Intermountain's Closed Circuit • Also last Monday, Jack Paige, executive vice president of Intermountain, advised affiliates about the network's posture in regard to Mutual and ABC. In essence, it boiled down to this:

1. Effective March 31 Intermountain's basic affiliation would be with ABC, which would be entitled to first call on all programming and clearances.

2. Intermountain would also carry any commercial time that others sought to place on it, subject to clearances. (As Lynn Meyer put it to BROADCASTING in New York, "We're in business to sell time. If someone wants to buy that time, we'll sell it.") This would include Mutual's *Game of the Day* baseball broadcasts and other co-op programs.

3. KIMN Denver would remain a basic Mutual affiliate. KALL Salt Lake would become an ABC affiliate, and the Mutual affiliation there would shift to KLUB.

4. KALL would continue, for a fee, to traffic Mutual programs to the network's west coast affiliates.

5. "No program will be carried by Intermountain network affiliates except those ordered commercially through Intermountain network. However, all service from ABC and the sustaining service of Mutual is available to all affiliates wishing to carry it. We are today mailing you amendments to your current Intermountain contract, making provision for all of the above."

Don Lee to quit; ABC gets 20 affiliations

The hour of 2 a.m. Sunday, April 26, will mark the beginning of Daylight Saving Time and the end of the Don Lee Broadcasting System, radio's largest regional broadcasting network.

At that time, ABC will add 20 of Don Lee's 34 affiliates in California, Oregon and Washington to its own roster of Pacific Coast outlets, to bring the total to 46. That is the same number of stations in those states which were affiliated with Don Lee at its peak period. With the Intermountain Network's 41 stations which joined ABC March 15, ABC radio network will now total more than 350 stations, coast-to-coast.

ABC is also acquiring from Don Lee eight hours of commercial programming a week including newscasts by Frank Hemingway, Cliff Engle, John Holbrook and Virgil Pinkley and Tello-Tests, all quarter-hour Monday-Friday programs.

Announcement of ABC's acquisition of Don Lee was made Thursday in Los Angeles in a joint statement by Edward DeGray, vice president in charge of the ABC radio network and John Poor, vice president of RKO Teleradio Pictures Inc., owner of Don Lee and its key stations, KHJ Los Angeles and KFRC San Francisco. These stations, which on March 16 inaugurated new "radiant radio" programming, with formats changed to music, news and information, will not join ABC, which already owns stations in both those cities. Like others among the Don Lee affiliates, KHJ and KFRC are currently affiliated with MBS. If their new formats are as successful as first reactions of listeners and advertisers indicate, it is doubtful that they will extend their Mutual affiliation agreements beyond their termination next August.

Don Lee stations which will join ABC on April 26 are these, all located in cities where ABC has no affiliates: KPAY Chico, KXO El Centro, KMYC Marysville, KYOS Merced, KPRL Paso Robles, KRDG Redding, KSBW Salinas-Monterey, KGB San Diego, KVEC San Luis Obispo, KCOK Tulare-Visalia, all Calif.; KWIM Albany, KAST Astoria, KBND Bend, KOOS Coos Bay, KRXL Roseburg, KSLM Salem, all Ore.; KPUG Bellingham, KELA Centralia-Chehalis, KWLK Longview, KGY Olympia, all Wash.

KTMS Santa Barbara and KWG Stockton, both Calif., are currently affiliated with both ABC and Don Lee. KPOG Portland Ore., now a Don Lee affiliate, has notified the network that it is going independent in mid-April. ABC is making a change in Portland, however. On April 1, its current affiliate, KGW, moves to NBC and KWJJ, now independent, joins ABC.

Unresolved at week's end were situations in markets where both ABC and Don Lee currently have individual outlets: KARM (ABC) and KYNO (Don Lee) Fresno, KPMC (ABC) and KMAP (Don Lee) Bakersfield, KCAL (ABC) Redlands and KITO (Don Lee) San Bernardino, KFBK (ABC) and KGMS (Don Lee) Sacramento, all Calif.; KASH (ABC) and KORE (Don Lee) Eugene, KFLW (ABC) and KFJI (Don Lee) Klamath Falls, KYJC (ABC) Medford and KWIN (Don Lee) Ashland-Medford, all Ore.; KING (ABC) and KVI (Don Lee) Seattle, Wash. (On June 13, KING will join NBC and KOMO will become ABC in Seattle.)

Charles W. Godwin, MBS vice president, who also was in Los Angeles Thursday, pointed out that since February 1958 Mutual has had its own direct affiliation contracts with individual Pacific Coast stations instead of merely a blanket affiliation with Don Lee as a regional network. These station contracts are still in effect, Mr. Godwin said, stating very definitely that Mutual is going to stay in business on the West Coast. The chief change effected by the ABC arrangement, he commented, is that the MBS affiliates will no longer get Don Lee business.

WKST swings to ABC

WKST New Castle, Pa.-Youngstown, Ohio, will change its affiliation from MBS to ABC April 20, it was announced last week by S.W. Townsend, WKST president, and Edward J. DeGray, ABC vice president. WKST, owned and operated by WKST Inc., operates on 1 kw, 1280 kc.

. . . ON A BILLION-DOLLAR TARGET!

WSPD Radio's across-the-board leadership in the billion-dollar Toledo market continues to give advertisers more sales ammunition for their dollar. All-time high ratings are the result of WSPD's forward march in its 38-year domination of Toledo, attained by consistently aggressive programming and promotion.

To bulls-eye Toledo's billion dollars, depend on the one station to score—and keep scoring! Ask your KATZ man for details.

"Famous on the local scene"

WSPD SPeeDy

NBC RADIO in TOLEDO

Storer Radio Broadcasting Company

WSPD Toledo · WJW Cleveland · WJBK Detroit · WGBS Miami · WAGA Atlanta · WWVA Wheeling · WIBG Philadelphia

Broadcast to a
CONCENTRATED
MICHIGAN
AUDIENCE

WPON

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

The station serving

631,000
consumers

in

PONTIAC
and
Oakland
County
MICHIGAN

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

BROADCAST ADVERTISING

TV IS KEY TO BIG SPENDING

TvB charts growth budgets in three media

Keep your finger on the pulse of 21 advertisers who ranked among the top 100 three-media spenders and who at least doubled their advertising budgets in a three-year period. You will find network tv a key.

That's the gist of Television Bureau of Advertising President Norman E. Cash's analysis of three-media expenditures of the top 100 advertisers as compiled by Publishers Information Bureau. (These figures [based on the League of National Advertisers as the source] reported expenditures in network tv, Sunday supplements and magazine advertising. Spot tv and newspapers are omitted.)

Points made by Mr. Cash:

• Without the $55,305,569 increase in network tv in 1958, total expenditures for the 100 top advertisers would have declined because Sunday supplements increased only $3,652,004 while magazines declined more than $14.8 million.

• The 21 advertisers with budgets doubled-or-better added together had a 133% increase in their three-media budgets in the last three years, spent about $94 million collectively in network tv in 1958.

• Compared to other top 100 advertisers: the 21 (all but one are network tv advertisers) recorded 71% of their three-media budget for tv while the remainder of the top 100 advertisers placed 56% in network tv. For the total 100 advertisers, 58.6% of the three-media dollars went into network tv, up from 54.9% a year ago.

Sums up Mr. Cash: "There's a moral here for those advertisers whose sales didn't justify any budget increases. We think everyone should take a very close look at these double-or-better advertisers."

Invested talents

NETWORK TELEVISION, SUNDAY SUPPLEMENT AND MAGAZINE BUDGETS OF THOSE FROM THE TOP 100 ADVERTISERS WHOSE THREE-MEDIA TOTAL AT LEAST DOUBLED, 1955-1958

	Three-Media Total Budgets (Millions)		Network Tv Expenditures	
	1955	1958	Millions 1958	Tv's Share 1958
American Home Products	$11.9	$26.7	$20.5	77%
Kellogg	6.4	13.4	10.3	77%
Sterling Drug	5.0	13.3	9.9	74%
Brown & Williamson Tobacco	3.3	11.8	8.3	70%
Pharmaceuticals Inc.	5.0	10.8	10.2	94%
Eastman Kodak	4.7	10.2	5.9	58%
Prudential Insurance	2.1	5.3	3.8	72%
Ralston Purina	1.7	4.0	3.4	85%
Sears, Roebuck	0.5	3.4	1.6	47%
Kaiser Industries	0.2	3.4	3.4	100%
Seven-Up	1.4	3.3	1.4	42%
Beech-Nut Life Savers	1.1	3.2	2.5	78%
Socony Mobil Oil	1.1	3.0	1.7	57%
American Gas Assn.	0.8	3.0	1.5	50%
Pan American World Airways	1.2	2.8	1.0	36%
Libby, McNeill & Libby	1.3	2.7	1.4	52%
Carter Products	1.3	2.6	2.3	88%
Max Factor	0.2	2.6	1.7	65%
Bulova Watch	0.1	2.4	1.7	71%
Anheuser-Busch	1.1	2.3	—	—
Chemstrand	0.8	2.3	1.5	65%
Total	$51.2	$132.5	$94.0	71%

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 19-25 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM AND TIME	NETWORK	RATING
Thur., March 19	Playhouse 90 (9:30 p.m.)	CBS-TV	21.9
Fri., March 20	77 Sunset Strip (9:30 p.m.)	ABC-TV	25.4
Sat., March 21	Gunsmoke (10 p.m.)	CBS-TV	30.4
Sun., March 22	Maverick (7:30 p.m.)	ABC-TV	24.8
Mon., March 23	Danny Thomas (9 p.m.)	CBS-TV	27.8
Tue., March 24	Rifleman (9 p.m.)	ABC-TV	25.9
Wed., March 25	Wagon Train (7:30 p.m.)	NBC-TV	32.5

Copyright 1959 American Research Bureau

A WHBF PLUS SIGN • NO. 1

Standing at right is Ted Arnold, WHBF Stations' Sales Manager, a member of the school board, shown in session.

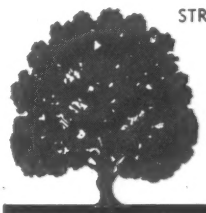
Community leadership by staff people enhances WHBF value—for advertisers

The esteem that WHBF enjoys in its home town community — the Quad-Cities — is deeply rooted. Since 1925 this station has had the advantage of constructive management by community-minded people. In accordance with this philosophy, WHBF has attracted a staff of like quality.

Probably no other organization in the Quad-City area contributes more man hours, on and off the job, to helping and cooperating with every worthwhile project.

The result of such community leadership and participation has accumulated over the years into a tremendous amount of acceptance for WHBF.

This excellent stature, although it cannot be worked into a rate card, is a tangible plus that WHBF advertisers share with us in the Quad-Cities.



STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Eastern Iowa — Western Illinois • RADIO & TELEVISION

Represented by Avery-Knodel

IT TAKES MORE THAN
A FIG LEAF TO COVER
THE TWIN CITIES

KEVE

NOW THE MUTUAL AFFILIATE FOR THE MINNEAPOLIS-ST. PAUL TWIN CITIES AREA

KEVE

NOW OPERATING FULL TIME...
featuring fresh, bright "country music" programming

THE NEW KEVE

5000 watts...1440 KC.

917 Lilac Lane, Golden Valley, Minneapolis 22
Phone: Liberty 5-5601

Represented by **WEED RADIO CORPORATION**

New York • Chicago • Dallas • Des Moines • Detroit • San Francisco • Hollywood • Boston • Atlanta

RAB STUDIES STALK LISTENERS

Food merchants try out new research in markets to nail down listener hours

Two national food advertisers, not identified, will undertake studies to learn the exact listening habits of customers of specific products sold in supermarkets.

This interest sparked among the advertisers was revealed last week by Radio Advertising Bureau President Kevin B. Sweeney in disclosure of new RAB "pilot studies" on the "forgotten person of media research"—the actual purchaser of a product.

Mr. Sweeney made public the start of the pilot studies (conducted for RAB by Fact Finders) before an advertising agency-station representative audience attending the Radio & Television Executives Society's windup timebuying and selling seminar held in New York.

Newcomers • The advertisers who will undertake these studies under RAB auspices are reported to be food firms which heretofore have not used radio in the particular markets in question but plan to do so.

In Mr. Sweeney's portfolio, the studies will be recommended as a way to "pre-insure" a radio campaign, using the medium as a "method of increasing the advertiser's share of a market."

While not "original," the RAB probing method is "upsetting to many advertisers with pre-conceived notions about advertising effectiveness," Mr. Sweeney asserted.

The studies so far are preliminary and were conducted among supermarket shoppers in six major markets who purchased various kinds of grocery products. The main import of the studies, said Mr. Sweeney, is "that relatively small radio schedules bunched within short time periods can reach relatively large slices of the total prospect group in the market.

The RAB president then elaborated on morning times.

A Finding • The 9-9:30 a.m. and 12-12:30 p.m. slots rank higher with supermarket customers than the "admittedly precious 7-8 a.m. period," Mr. Sweeney revealed.

He noted that two half-hour morning time segments in a specific market reached 42.4% of all canned tuna fish buyers, that announcements in the 9-9:30 a.m. period alone in another market reached a fourth of all regular coffee purchasers, that a half-hour network program in another market reached one out of eleven buyers of margarine, and a half-hour program (not network) in still another market reached one out of six buyers of cake mixes.

In Mr. Sweeney's terminology, this is "on-target radio buying. . . . The answer for advertisers who are accustomed to buying big circulation but no results."

Per-moviegoer barter offered tv stations

The "share in our income" approach to broadcast advertising instead of buying at card rates is being used by Associated Producers and 20th Century-Fox to advertise "The Sad Horse," theatrical film produced by Associated and being distributed by 20th Century-Fox.

As presented to tv stations in major markets, the plan offers a station exclusive tv advertising for "The Sad Horse" in its coverage area. The station is to broadcast 10 trailers for the picture, each a 4½-minute featurette, as frequently as it thinks right. In exchange, the station receives 10% of the net revenue of the picture in the market, that is, 10% of what 20th Century-Fox receives in rental for the picture from the theatres there.

This glorified per-inquiry deal has been accepted by stations in 26 major markets, according to Associated Producers, which reports that the trailers are being broadcast by such stations as WPIX (TV) New York, WBKB (TV) Chicago and KTTV (TV) Los Angeles. The cost of making trailers, each introduced by a member of the cast of "The Sad Horse" (David Ladd, Chill Wills, Rex Reason, Patrice Wymore) exceeded $20,000, "so we couldn't afford to buy time, too," a company spokesman explained. On the other side, an executive of one of the stations accepting the deal said, "Unless we have completely misjudged the picture's potential in our area, we'll make much more than we would by selling the time at card rates."

CTSS helper on way for tv spot buyers

Agency buyers will be receiving a new "helper" this week from CBS Television Spot Sales, station representative firm.

The mailing is designed to help the buyer to plot a projected rating of an "unduplicated" audience cumulatively for a series of announcements. There are two "cume charts" each having a one-week curve and a four-week curve that tell at a glance the net or cumulative ratings. There is a chart for daytime and another for nighttime. The former's curves range from 3 to 36 announcements per week. The nighttime chart ranges 1 to 8.

The charts were prepared by the research department under the supervision of Robert Davis, director of research, and were based on a special Nielsen duplication study of average-rated spots in New York, Chicago and St. Louis.

The data reflects a drive by CTSS to emphasize the unduplicated audience obtainable by saturation use of spot tv. Mr. Davis pointed out that on the basis of the "cume" material, 12 daytime spots reach 40% of a market in a single week and 70% in four weeks, while three nighttime spots can deliver 50% of a market each week and achieve an 85% penetration over a four-week period.

Television carries the theme • Tv spot campaign is being used by Southwestern Bell Telephone Co., St. Louis, throughout its five-state area to promote its Yellow Page directories. Historical and legendary characters are used in broad comedy situations to effect tie-in between the tv spots and a billboard campaign during the heavy vacation and motoring months. Agency is Gardner Adv., St. Louis.

New tv vehicle on Ford drawing board

Ford Motor Co. may be out with a spanking new network vehicle next tv season.

Under consideration: a proposal to add a 40-week series of specials on CBS-TV, titled *Fabulous 40*.

In the current plan, which J. Walter Thompson reportedly presented to Ford Motor (JWT is agency for Ford Div. and will handle Ford's new "small" car), the automaker would revise its entire network structure.

The new series, plus the "regulars"—*Tennessee Ernie Ford* and *Wagon Train* on NBC-TV—would feature the Ford and Mercury cars but other divisions probably would participate. (Other Ford cars are Lincoln-Continental, handled by Foote, Cone & Belding, and Edsel, which, along with Mercury, is handled by Kenyon & Eckhardt).

The plan is to retain *Tennessee Ernie Ford* and *Wagon Train* (Ford has one half) on NBC-TV. Said to be in doubt is Ford Motor's backing of *Ed Sullivan* (Edsel and Mercury participate) should the new proposal go through.

Eastman Kodak push

Eastman Kodak Co., Rochester, N.Y., launches "the most intensive one-week promotion of photography that has ever been made" next June.

Eastman Kodak will be on the following programs: June 13—USGA open golf championship, 4:30-6 p.m. (NBC-TV); June 14—*Ed Sullivan Show*, 8-9 p.m. (CBS-TV); June 15—Walt Disney 90-minute special, 7:30-9 p.m. (ABC-TV); June 16— participation (15 minutes) in *I Love Lucy* at 11 a.m. (CBS-TV), and June 17—*Adventures of Ozzie & Harriet*, 8:30-9 p.m. (ABC-TV).

All the business, except for the golf match, is handled for Eastman by J. Walter Thompson, New York. The NBC-TV telecast is being underwritten by the Textile Div. of Eastman Chemical Products Inc., marketing unit for Eastman Kodak's man-made fibers (Verel, Kodel and Chromspun), with Doherty, Clifford, Steers & Shenfield, New York, the agency.

With strings attached

The Colgate-Palmolive Co., New York, is planning to invest approximately $12 million on CBS-TV next fall for alternate sponsorship of both the *Ed Sullivan Show* (Sun., 8-9 p.m.) and *Perry Mason* (Sat., 8-9 p.m.). But there's an "if."

The arrangement between CBS-TV and Colgate is understood to hinge upon the fall plans of the Mercury Div., Ford Motor Co., currently an alternate-week sponsor of *Sullivan* (along with Eastman Kodak, which is continuing). There have been reports that Mercury would drop its association with *Sullivan* and, in that event, Colgate would pick up that time period and also the alternate-week portion of *Mason*. If Mercury elects to continue with *Sullivan*, Colgate reportedly will shelve the entire project. Agency for Colgate is Ted Bates & Co., New York.

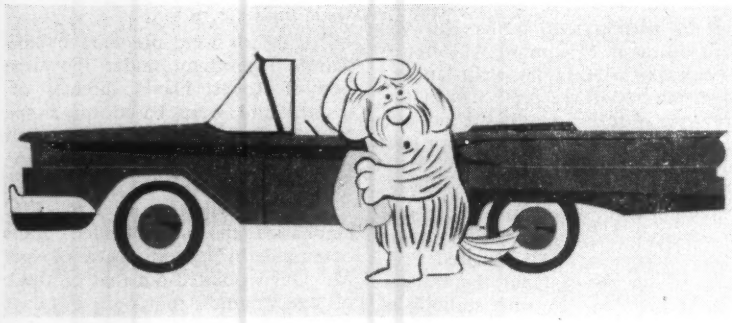
Wildroot unsettled

BBDO account people last week still were not quite sure just how the Wildroot hair dressing was washed out of their hair. Colgate-Palmolive, which has eight agencies handling its products, bought Wildroot last December. Two weeks ago C-P startled BBDO by pulling out the $3 million account effective tomorrow (March 31). As of last week, it had not yet assigned Wildroot to a new agency.

Colgate said it pulled the account because of "conflicting interests." Lever Bros., a competitor, has two accounts in the BBDO shop but these are household cleansers. Should C-P turn to its other agencies to assign Wildroot it can choose from D'Arcy, McCann-Erickson, Ted Bates, Lennen & Newell, Norman, Craig & Kummel, Cunningham & Walsh, John W. Shaw or Charles W. Hoyt.

Barter deal set

A barter deal for $7.5 million-worth of tv time (computed at stations' end rate) has been announced by Guild Films. Lanolin Plus, Chicago, for Rybutol (vitamin preparation recently acquired from Rexall Drug Co.) and Wash 'n' Curl products, have contracted for Guild's bank of time made available through exchange of film product. Spot schedules are handled through Dunnan & Jeffrey, Lanolin's agency. Involved: 193 markets over two years.



Preview

Ford's best friend • The transition from thinking man's filter into thinking dog's car is a cute play on Viceroy's well-known commercial. For the past few weeks viewers in the far Southwest have been chuckling over a 20-second tv spot sponsored by Ford Dealers of Southern California through J. Walter Thompson Co., Los Angeles. Playhouse Pictures created and produced the commercial, with Bill Melendez directing.

The script reads:

OFFSTAGE VOICE: *"Ah, you there, what are you doing?"*

DOG: *"I'm dusting a Ford!"*

OFFSTAGE VOICE: *"Oh, are you a Ford owner?"*

DOG: *"No, I'm a dog!"*

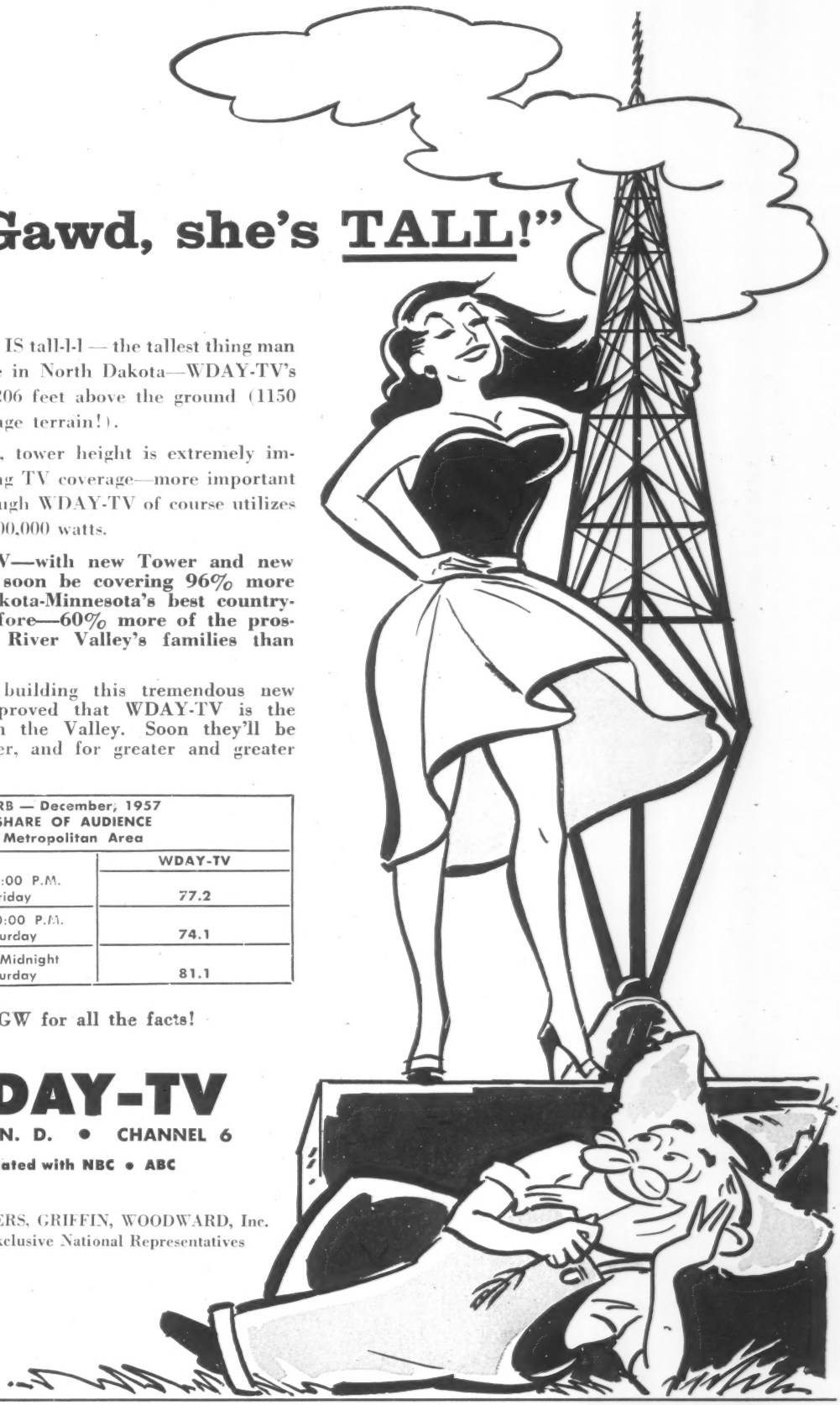
OFFSTAGE VOICE: *"Do you think everyone should be a dog?"*

DOG: *"Well, that's something everyone should decide for themselves. But I do think everyone should be a Ford owner. Don't you?"*

SOUND: *Car roaring off.*

The spot is being telecast in eight markets: Las Vegas, Nev.; Phoenix, Tucson and Yuma, all Arizona and Bakersfield, Los Angeles, Santa Barbara and San Diego, all California. The immediate reaction of the viewing public to the spot has led to its use in Seattle by the Ford dealers there and similar use in San Francisco and Salt Lake City was expected last week. The dog also will appear nationally in a series of tv spots to be sponsored by Ford Motor Co. through J. Walter Thompson Co., New York.

"My Gawd, she's TALL!"



YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

CBS Radio Network audiences up 29% since PCP.* Share of audience up 26%. Just as predicted: good programs plus strong sequencing plus high station clearance (already averaging 97%) get results. And demonstrate the leadership you will continue to profit by— with the Program Consolidation Plan on the CBS RADIO NETWORK.

SINCE PCP

*This is what happens when full network programs on CBS Radio under PCP (January 11-February 7, 1959) are compared with the same programs pre-PCP (September 21-December 20, 1958) in NRI reports. All averages weighted by full program duration and frequency.	Average Audience
Personalities (Mon.-Fri.)	**UP 26%**
Daytime Serials (Mon.-Fri.)	**UP 36%**
Nighttime (Mon.-Fri.)	**UP 25%**
Sunday	**UP 8%**

Two agencies affiliate in Calif., Ohio, Mich.

Advertising agencies Meldrum & Fewsmith, Cleveland, Ohio, and Barnes Chase Co., San Diego, Calif., have affiliated.

A joint statement from E.T. Morris, president of Meldrum & Fewsmith and James B. Lane, Barnes Chase president, says that the union is not a merger, as each unit retains its autonomy. The respective companies have bought stock interests in the other and will have representation on the other's board of directors.

The purpose of the association is a nationwide expansion of the operational scope of both agencies. Coordinated use of facilities and personnel is planned.

M&F, with an office in Detroit as well as Cleveland, expects to top $12 million in billings this year. Barnes Chase, with offices in Los Angeles and San Francisco as well as San Diego, exceeds $3 million in annual billings.

Phoenix ratecards

All but one of the 13 radio and four tv stations in Phoenix, Ariz., are in favor of a single rate policy, but only a third of them currently use a single rate card, according to a study made by the Advertising Dept. of Arizona State U.

Stations with a dual rate policy expressed reluctance to depart from tradition until "everybody else does it." The study shows the differential between local and national rates varies from a 10% to 33% advantage for the local advertiser.

Robert V. Zacher, advertising professor, said: "One implication of the study concerns the volume of local radio and tv handled by advertising agencies. Many stations have not granted the agency commission on business placed at the local rate. If the single rate becomes generally accepted, presumably all business placed . . . would be commissionable."

Bill injures admen

The American Assn. of Advertising Agencies has asked Sen. Karl E. Mundt (R-S.D.) to amend his bill (S 550), aimed at the "advance-fee real estate racket," to eliminate the words "advertising agencies." AAAA President Frederic R. Gamble wrote the senator that the association is in "complete agreement with the purpose of the bill," but it is "quite disturbed" about the terminology.

Mr. Gamble suggested substituting the term "business or real estate brokerage service" for "interstate property advertising agency" as used in the bill. "For at least 50 or 75 years," Mr. Gamble stated, "the term advertising agency has been understood in American business to mean an organization engaged in the business of developing, servicing and placing advertising of products or services through advertising media. . . ."

The Advertising Federation of America said that S 550 "goes far beyond anything that was contemplated by its introducer. The advertising industry should take a long look at this bill . . . and should be represented at any hearing on the bill."

Commercial rating

The Psychological Corp., New York, has developed a new effectiveness test for tv commercials. Known as the "Active Response Test," its aim is to measure both "psychological participation" in and "disposition to act in favor of" commercials. Data are gathered through phone interviews with a percentage of 2,500 people in 15 major markets, the number contacted to be determined by the program's ratings.

Among the factors determining an Active Response score: effort expended in retaining the advertising, relevance to viewer interests, learning of new facts, emotional reaction and extent to which the viewer is willing to act.

Daily Pulse-taking replaces survey week

The Pulse Inc., New York, announced last week that starting on Wednesday (April 1), its interviews for radio and tv in major markets will be conducted 365 days a year, instead of during monthly survey weeks.

Dr. Sydney Roslow, director of The Pulse, said the new approach had been tested for more than a year and a half. He added:

"Interviewing in major markets 365 days of the year has long been the ambition of The Pulse Inc. But we had to make sure that continuous sampling would yield as accurate data as heretofore, and superior features not possible with one-week surveying. By our new, everyday surveying, a more exact measure of listener and viewer interests and total audience sizes is obtained."

Commercial recall service set forth

Qualitative Research Inc., New York, an affiliate of Trendex Inc., has announced the availability of a syndicated television copy research service covering nighttime commercials in programs on the three tv networks. First agencies to subscribe to the commercial survey reports are Young & Rubicam and McCann-Erickson, according to Jack Boyle, president of QRI.

The new service will start in April and includes coverage of 10 cities. Telephone interviews 24 hours after the appearance of the commercials will collect information on audience, recall of the commercial, brand name recall, a measure of like-dislike and a verbatim report of each respondent's recall of sales points and other commercial content.

Months to be covered the remainder of 1959 are April, May, October and November. Eight monthly reports will be distributed in 1960. They are sold on a per-commercial basis, with rates based on the total number of reports ordered for each regular report period. Prices start at $55 per report for as many as 10 reports, with discounts for larger orders.

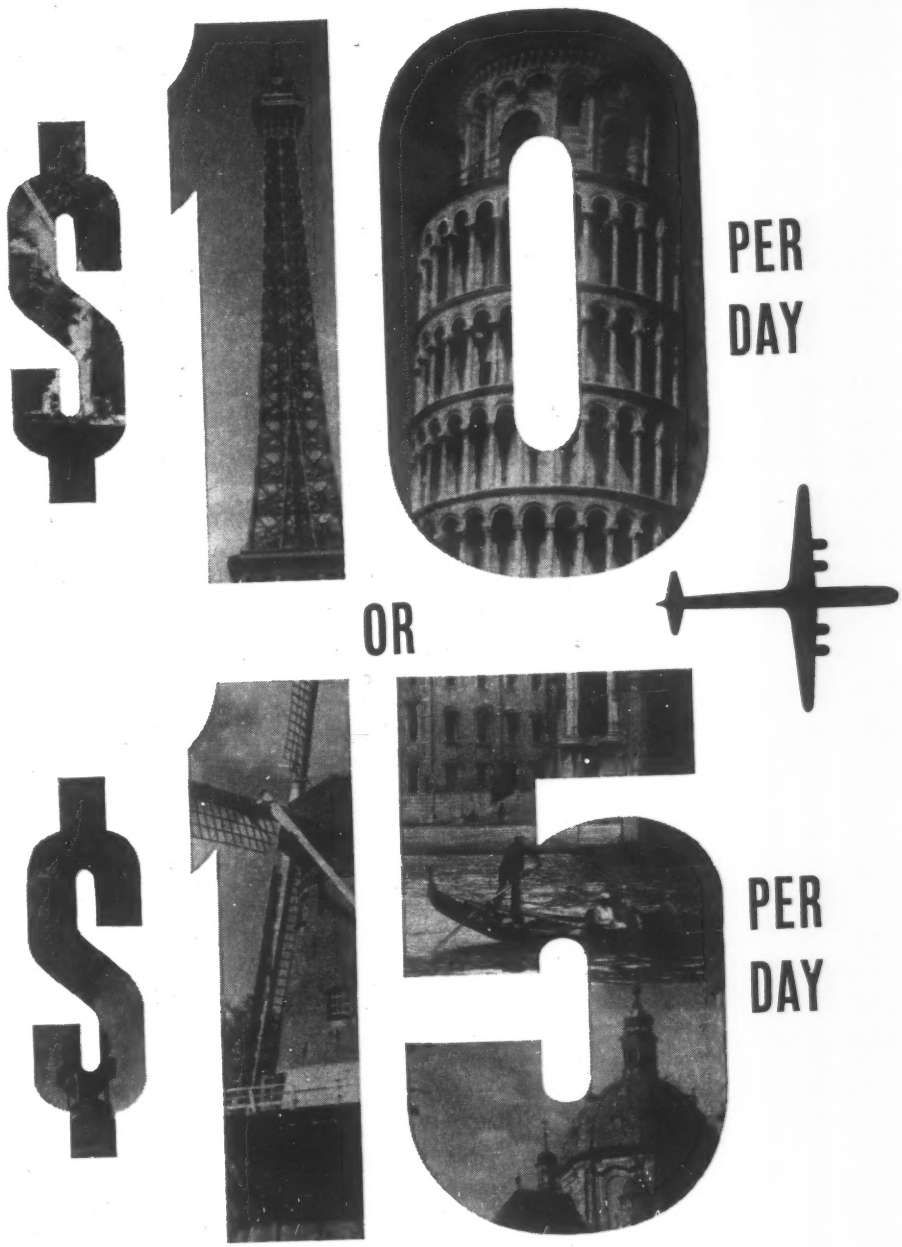
First cities to be included in the coverage are: New York, Chicago, Philadelphia, Boston, Detroit, Cleveland, Baltimore, St. Louis, Washington, D.C., and Cincinnati.

Benny for Lever?

Agreement reportedly was about set last week on Lever Bros.' sponsorship of Jack Benny and George Gobel shows to alternate in the Sunday, 10-10:30 p.m. position on CBS-TV beginning late September. Mr. Benny's business representatives are to be in New York this week for final negotiations.

Mr. Benny's program currently alternates with *Bachelor Father* on CBS-TV, Sunday, 7:30-8 p.m., sponsored by the American Tobacco Co. with whom the comedian has been associated since 1944. Mr. Gobel recently completed his season with NBC-TV. *Richard Diamond, Private Detective*, sponsored by P. Lorillard, is expected to continue Sunday, 10-10:30 p.m. that night on CBS-TV until the Benny shows begin. *Bachelor Father* is set to move to NBC-TV in June.

Mr. Benny said in Washington Thursday he prefers a later evening period after the children "who control the set" are off to bed. He has consistently held to the view that it is easier for talent to do a weekly show than one less often (BROADCASTING, Oct. 15, 1956). He noted the viewer also is more used to a weekly show than less frequent.



THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT-330
430 Park Avenue, New York 22, N. Y.

Please send me full information on
☐ "10-15" tours ☐ all other KLM tours.

Name_____

Address_____

City_____ Zone____ State_____

My Travel Agent is_____

40 years 1919-1959

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

• Business briefly

Time Sales

• Sinclair Refining Co., N. Y., has started a repeat of last year's spot radio campaign which reached a total of some 10,000 spots per week. This year's promotion for a new motor fuel, Sinclair Power-X gasoline, is being launched on 400 stations in spot buys plus buys later in the year on 280 MBS stations, 130 Keystone network stations and approximately 27 country music stations. Sinclair's "quickie" (five or six seconds) spots are expected to reach peak of 9,000 per week. Agency: Geyer, Morey, Madden & Ballard Inc., N. Y.

• Gillette Safety Razor is starting a 52-week radio spot campaign in the top 125 markets. Commercials, mostly minutes, are ad libbed by local personalities and will average 30-35 per week. Agency: Maxon Inc., N. Y.

• Knomark Mfg. Co. (Esquire shoe polish), Brooklyn, N.Y., has launched a spot tv campaign in 36 markets using a total of 540 announcements per week and continuing until June 21. Agency: Mogul Lewin Williams & Saylor, N.Y.

• With two shows remaining in its second season, du Pont is renewing *Show of the Month* over CBS-TV. Beginning in September, nine 90 minute, probably all live dramas will be sponsored. Agency: BBDO, N.Y.

• Sponsorship for the 50 Saturday and Sunday NBC-TV major league baseball telecasts this season: one-half of each game by Phillies cigars through Wermen & Schorr (see MONDAY MEMO, page 21); Anheuser-Busch Inc., one-half of each game on regional basis in Midwest, through Gardner Adv.; National Brewing Co., through W. B. Doner & Co., one-half of Saturday games on regional basis in Southeast, and Genessee Brewing Co., one-quarter of the Saturday games on regional basis in New York State, through Marschalk & Pratt. Programs will not be carried by stations in major leagues markets.

• Proctor Electric Co. (electrical appliances), Phila., is using 12 spots per week, mostly daytime, in a ten-week coast-to-coast spot tv campaign starting today (March 30). Agency: Weiss & Geller.

• Charles Pfizer & Co. (family products dept.), Brooklyn, N.Y., will sponsor ABC Radio's *The Frankie Avalon Show*, (Sat. 7-7:30 p.m.) which premieres April 11. The program brings to network radio a teenage record and film star. Pfizer placed the order directly.

• Jos. Schlitz Brewing Co., Chicago, buys Revue Productions' *Markham* with Ray Milland on CBS-TV, Sat. 10:30-11 p.m. EST, following *Gunsmoke* starting May 2. Client is dropping *Schlitz Playhouse* April 3. Agency: J. Walter Thompson Co., Chicago.

• Paramount Picture Corp., N.Y., is investing an estimated $100,000 on a radio-tv campaign on behalf of its new feature film, "Tempest," starring Van Heflin, regarded as one of the larger radio-tv appropriations for a single production. Saturation campaigns of two to three weeks in duration will be set in 40 to 50 markets, starting in late March. Stations also will be offered three-minute trailers and radio transcriptions for use during "Tempest" bookings. Agency: Buchanan Div., Lennen & Newell, N.Y.

• North American Philips Co. (Norelco electric shavers), N.Y., has taken on sponsorship of *NBC News—the Huntley-Brinkley Report* (NBC-TV, Mon.-Fri. 6:45-7 p.m.) for five alternate Fridays beginning April 24 and three Thursdays between April 30 and June 11. Agency: C.J. LaRoche, N.Y.

• Pontiac Motor Div. of General Motors Corp. has signed with ABC for second consecutive year sponsorship of Notre Dame U.'s 1959 football games to be heard each Saturday Sept. 26-Nov. 28. Sportcasters for the 10-game slate will be Harry Wismer and Joe Boland. Agency for Pontiac is MacManus, John & Adams Inc., Bloomfield Hills, Mich.

• *Lassie* (CBS-TV, Sun. 7-7:30 p.m.) will be sponsored again next year by Campbell Soup Co. which has been with the show since its inception in 1953. The Jack Wrather Organization, which owns *Lassie*, begins production on the new 39-program series in May with Sherman A. Harris, executive producer, in charge; Robert Golden as producer, and Hugh McCollum, production supervisor. Some 140 CBS-TV stations will carry the program when it resumes next September. Agency for Campbell: BBDO.

• Procter and Gamble Co., alternate sponsor of ABC-TV's *The Real McCoys* since Jan. 1, took over full sponsorship on Thursday (March 26). The family comedy series is a vehicle for P&G's detergents, shampoos and baking mixes, via Compton Adv. Inc.

• Philip Morris & Co., N.Y., will sponsor the *Dobie Gillis* series over CBS-TV (Tues., 8:30-9 p.m.), starting in October. Agency: Leo Burnett Co., Chicago.

• Grey-Rock Div. (brake linings), Raybestos - Manhattan Inc., Stratford, Conn., in its first use of network radio, to sponsor six *Weekend News* broadcasts each weekend on ABC, starting April 18. Other *Weekend* sponsor is R. J. Reynolds Tobacco Co. Agency for Grey-Rock is Gray & Rogers, Phila.

• United Artists Corp. N.Y., launches tv campaign said to be heaviest in its history for a feature motion picture—in Easter period for "Some Like It Hot" (starring Marilyn Monroe, Tony Curtis and Jack Lemmon). First phase of the campaign will be placed on "27 major stations" in 14 markets. Used will be six trailers 10-30 seconds. National promotion budget for the picture: more than $1 million. Other regional tv campaigns will accompany picture in subsequent premieres. Monroe Greenthal, N.Y., is agency.

• Elgin National Watch Co., Elgin, Ill., buys *Rawhide* on CBS-TV Fri., 7:30-8:30 (EST) for four weeks effective April 24 and also spot radio schedule in 20-35 markets for similar length of time, with stations and frequency still to be set. Purchases supplement Elgin's quarter-hour segments of ABC-TV's *American Bandstand* for three weeks, starting April 8. Agency: J. Walter Thompson Co., Chicago.

Agency appoinments

• Morton House Div. (canned foods) of Otoe Food Products Co., Nebraska City, Neb., appoints Compton Adv., Chicago.

• Bantam Cigar Corp., N.Y., appoints Adrian Bauer & Allan Tripp Inc., Phila.

• International Ladies Garment Workers Union, N.Y., appoints Doyle Dane Bernbach, N.Y. The budget, reported to be at least $1 million, will be used to promote the union label in women's apparel.

• Salada-Shirriff-Horsey Ltd., Toronto, names Vickers & Benson Ltd., that city, to handle its corporate advertising program, the institutional advertising of the Horsey Div. (Canada) and brand advertising for Crawford caramel spread as well as a new product to be introduced. Part of these responsibilities were held by McKim Adv. and part by Bradley, Venning, Hilton & Atherton, both Toronto.

• Charles Gulden Inc. (Gulden's mustard), Rochelle Park, names J.M. Kesslinger & Assoc., Newark, both New Jersey.

• CK Foods Inc., Duluth, Minn., appoints Olmstead & Foley Inc., Minneapolis, for its Jeno's Italiano foods. J. Walter Thompson, Chicago, continues to handle the Chun King line of American-Oriental foods.

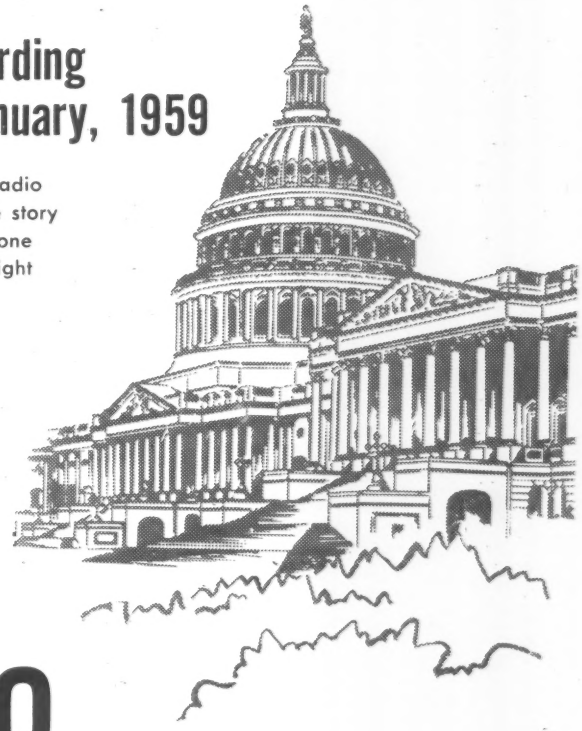
of ALL radio stations operating in **WASHINGTON, D. C.**

WOOK radio is now second in total audience

from 6 a.m. to midnight according to the latest Pulse survey, January, 1959

The Washington audience is keeping its ear on WOOK Radio as never before. The latest Pulse Report tells the whole story of WOOK's major gains in audience. As of now, only one other station operating in Washington, D. C., has a slight edge on WOOK in audience.

Regional and national advertisers can pat themselves on the back for recognizing WOOK power in programming that's been beamed to Washington's taste with the finest music, news and sports in the nation. Now that we're second in total audience, we're definitely first in advertising value. Check rates and see why WOOK can easily *guarantee* the lowest cost per thousand listeners in the rich, rich Washington market.



Washington Listens BEST to

WOOK·RADIO

THE BEST SPOT ON THE DIAL AT 1340

UNITED BROADCASTING CO.
8th AND EYE STREETS, N. W.
WASHINGTON, D. C.
REpublic 7-8000

Go right

t to the TOP...go ABC-TV

You're going where the growing is when you go ABC-TV. ABC's nighttime audience has grown by 1,100,000 homes over this time last year (another network gained only 55,000 homes – and the third lost 590,000!). Some of the more important reasons are right on these pages.*

These pages are the picture of efficiency, too. ABC programming pulls in audiences more efficiently than either of the other two networks. Average cost per minute for 1,000 homes on ABC is $2.78. (The other two – $3.13 and $3.43, respectively.)**

Which, we think you'll agree, makes ABC No. 1 for the money.

ABC TELEVISION

*National Nielsen Feb. I & II Report, Average Audience Per Minute. Sun.-Sat. 7:30-10:30 PM all sponsored evening programs. **Nielsen Cost Per Thousand Commercial Minutes Delivered Data, Nov.-Dec., '58. Evening Once-A-Week Programs, based on Nielsen average audience ratings and estimated time costs and published talent figures.

ALL STATIONS IN APRIL 17 DRILL

Conelrad interim operation set for 1,200 am outlets

The entire U.S. broadcasting structure, 5,070 stations, will go silent 11:30 a.m.-noon (EST) April 17 for the second Conelrad drill.

Only the 1,200 am radio stations taking part in Conelrad will operate during this period. All television and fm stations will go off the air in the first broadcast silence since the first major test July 16, 1956.

The broadcast silence had not been officially announced until the weekend though preliminary planning began several weeks ago (BROADCASTING, March 16).

Many am stations taking part in the Conelrad drill—part of a series of civil defense tests to run during the spring and summer—will be able to switch to the Conelrad frequencies (640-1240 kc) instantly by simply pressing a button.

A half-hour of Conelrad-only operation will cost the commercial broadcasting industry upwards of $250,000, according to unofficial estimates. Few broadcasters aware of the projected silence have offered any objections to the loss of revenue or upsetting of schedules.

Most of the preliminary work for the April 17 drill was completed last Thursday (March 26) at a meeting of the industry-staffed National Industry Advisory Committee. This is a relatively new organization staffed mainly by broadcasters. It consists of national program and technical groups of broadcasters with rotating chairmen; White House broadcast correspondents liaison committee with rotating chairmen; state groups in over 30 states, formed in the last year under the guidance of FCC Defense Commissioner Robert E. Lee, and a just-sprouting structure of local NIACs.

All am, fm and tv stations will be notified in April by the FCC of the April 17 Conelrad drill. The 30-minute program silence is mandatory, with the 1,200 Conelrad stations carrying special programming to be provided by Office of Civil & Defense Mobilization. Some fm stations participating only as backup networking will perform special post-attack roles.

While Conelrad includes automatic alerting procedure so all U.S. stations will be aware of a drill or emergency, it is not planned to use the alerting system. Instead every station will receive official FCC instructions plus OCDM material and local-regional programming from the NIAC committees around the nation. About 30 states have now formed NIAC broadcaster committees to direct civil defense activities.

FCC's routine, developed in cooperation with NIAC, is designed to tell the public the Conelrad drill is a test and not an emergency. All broadcast stations will announce at the start of the drill (11:30 a.m. EST and ranging to 8:30 PST) that normal programming will be halted for a half-hour for a Conelrad test. Specified language will be provided.

Conelrad procedure calls for all stations to cut off and on for specified brief intervals before transmitting a 1,000 cycle tone. This informs a large number of other communications services that Conelrad is underway. A second announcement directs the public to tune to 640 and 1240 kc. Tv stations will carry a civil defense emblem during the preliminary routine.

National programming is being prepared for the drill, including use of facilities capable of putting the President on the air. It had not been decided at the weekend whether President Eisenhower would address the public. One reason cited was the fear the public might construe his air appearance as a sign of an actual emergency.

After FCC's preliminary routine has been followed, Conelrad stations will go into a talk-up procedure for several minutes. This will consist of a series of statements explaining there is no emergency and advising the public to keep tuned to the Conelrad frequencies. NIAC insisted on this as a safeguard against panic.

Leo A. Hoegh, OCDM director, will open national programming with a five-minute explanation of the drill and the need for civil defense protective meas-

Conelrad recognition only 30%

What is Conelrad, 640, 1240?

Only about 30% of the people in the U.S. can identify correctly the radio air raid warning system, according to a special report issued last week by R.H. Bruskin Assoc., New Brunswick, N.J.

The report was based on a study made by Bruskin Jan. 19-29 in 125 sampling points throughout the country, consisting of 2,525 personal interviews. The technique used was Bruskin's new "Association-Identification-Measure," in which respondents are shown playing cards containing commercial themes, incomplete slogans and corporate symbols and are asked to identify them with an advertiser, company or product (BROADCASTING, Dec. 8, 1958).

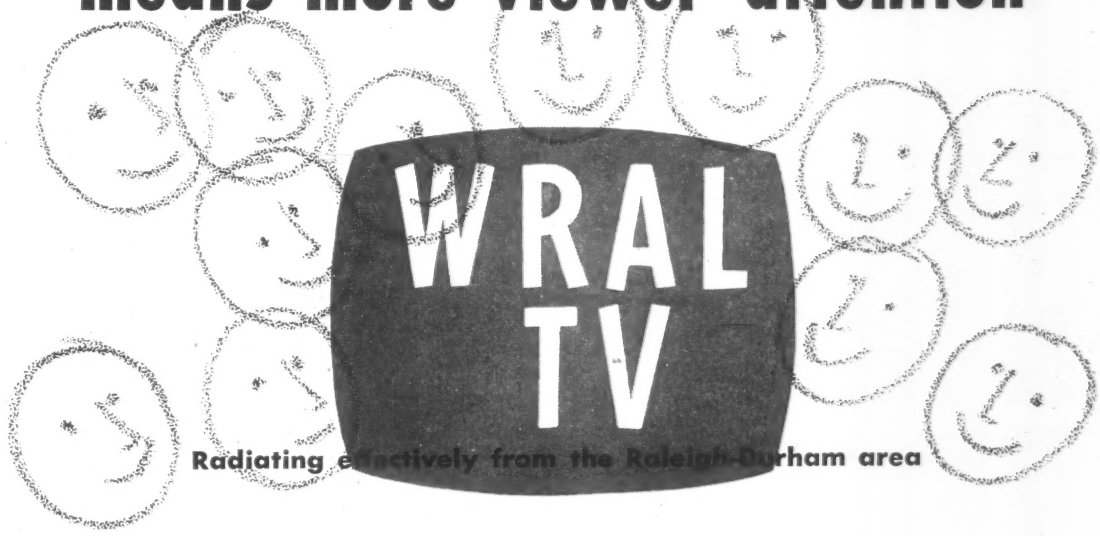
In the study for Conelrad, as for all clients, respondents were asked initially if they had ever heard or seen the slogans or trade marks (this gives the association score) and subsequently were asked to identify or explain the card (this gives the identification score). For Conelrad, the overall association score was 38.7% and the identification score, 30.6%.

Men rated higher than women in the "AIM" study, scoring 44.2% as against 33.1% for women in association and 35.3% as against 25.9% in identification. In age categories, the 18-24 and 25-34 groups ran neck and neck for top position in both association and identification scores, with scores descending in order for 35-44, 45-54 and 55 and over. The study also showed that the higher the income, the higher the score for both association and identification, with the $10,000-and-over group placing first in both classifications. The North Central region proved to be the most knowledgeable about Conelrad, followed by the Northeast, the South and the West in that order.

A pilot survey made in New York last August and September, using over 50 different slogans, gave the highest AIM ratings of 77% to Gillette ("How Are You Fixed For Blades") and of 71% to Westinghouse ("You Can Be Sure If It's . . .").

LIVELY PROGRAMMING

means more viewer attention



Consistent programming—network and local—is one of the major reasons why WRAL-TV possesses the top rating record in the Raleigh-Durham area.

Viewers like what they get, and get what they like, on this full power Channel Five station.

F'r instance . . . Tempus Fugit, variety show . . . Live Championship Wrestling . . . Miss Jo Ann's "Romper Room" . . . Cap'n Five with Popeye . . . Sports by Reeve . . . and other local-live "f'r instances."

In the most densely populated section of its coverage, WRAL-TV has *unduplicated NBC programming*—from TODAY to JACK PAAR, plus choices from ABC.

Lively programming with a fresh approach, appealing formats and catchy innovations is aided by the best equipment a capable staff wants.

WRAL-TV is tops for viewing—tops for buying. Are you on?

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS

WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than two million population

FULL POWER CHANNEL 5 NBC AND LOCAL COLOR

Fred Fletcher, Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

CAROLINA'S Colorful CAPITAL STATION • REPRESENTED BY H-R, INC.

ures. Cueing procedure will permit stations to drop part of the national programming in favor of local civil defense material where available.

The entire Conelrad engineering technique has been overhauled since the 1956 drill when the structure was found full of weak spots, dropouts and other flaws inherent in a new and complicated process. Those in charge of the April 17 planning believe that an extremely high percentage of the population will be able to hear Conelrad station clusters as well as individual non-cluster signals during the half-hour.

New facilities at the remote seat of government will feed programming to ABC, CBS, NBC and MBS radio networks. These networks will be backed by microwave and regional fm hookups. It is believed every Conelrad station will be within reach of the programming.

No am, fm or tv station will be permitted to return to the air before 11:59:30 EST. At that time am stations will carry a prepared announcement and tv stations will display a civil defense emblem.

Tests to Continue Into August • Other civil defense drills will be held, winding up in August with a shift of principal government offices to emergency sites, but these do not affect the broadcasting industry.

Dept. of Defense recently declared the Conelrad broadcast procedure, regarded as proof against homing devices in bombers and missiles, is necessary to the national defense for years to come. Conelrad will be the only means of communication available to the public in case of a nuclear attack, with battery portable sets and autoreceivers able to receive signals from stations using portable generators should power lines be wrecked.

Among the 40 industry and government representatives at the Thursday NIAC meeting were David Vorhes, CBS, NIAC technical chairman; Tom Phelan, NBC; A. Prose Walker, NAB, permanent vice chairman; David Driscoll, CBS, NIAC program chairman; Donald Coe, ABC; Samuel Sharkey, NBC; Vincent T. Wasilewski, NAB; Jack Gertz, MBS; John H. Secondari, ABC; Julian Goodman, NBC; FCC Defense Comr. Robert E. Lee; FCC Alternate Defense Comr. Robert T. Bartley; W.H. Duplantis, Howard Handleman, W.A. LaRue and Herbert S. Moore, OCDM; James D. Secrest, Electronic Industries Assn.; John E. Keller, Dow, Lohnes & Albertson; E.C. Tracy, RCA; L.G. Walker, Motorola Inc.; H. Van Aken, General Electric Co.; P.M. Craig, Philco Corp.

RADIO WORLD WIDE

Cooperative network sets N.Y. plans meet

Stations interested in Radio World Wide, cooperative network program venture, will hold a planning session in New York during mid-April.

A report of RWW's activities during the NAB Chicago convention was sent out late last week by Herbert Krueger, WTAG Worcester, Mass., who presided at a meeting of stations (BROADCASTING, March 23). The report asked stations for suggestions on the most convenient date for a meeting.

RWW's organizing committee has received many offers to contribute 30 times each station's highest one-minute announcement rate to get the project off the ground. One of the first steps will be incorporation. When preliminary details are taken care of, interested stations will reach group decisions on the type of service and administration they prefer.

Opening of a headquarters office, presumably in New York, will be discussed as well as personnel.

A number of stations not previously mentioned in connection with RWW activities voiced interest last week. RWW is understood to have received only one negative letter as a result of the Chicago discussion. This came from a station whose manager was interested but couldn't get ownership support.

An autumn target date for RWW is considered a good guess at this time. A minimum goal of 25 subscribers apparently hasn't been met but this isn't disturbing to the backers. Some talk has been heard about the possibility of a merging of Quality Radio Network but this hasn't developed into action. Both RWW and QRN seek to put together top programming. They differ in that RWW would not sell time but would create programming that subscriber stations could use or not use as they saw fit, doing their own selling individually.

Among stations participating in the Chicago meeting, according to attendees, were the following:

WTAG Worcester, Mass., WJR Detroit, WHAS Louisville, WHAM Rochester, WTIC Hartford, WGY Schenectady, KWKH Shreveport, KFI Los Angeles, KTRH Little Rock, Ark., WGAR Cleveland, WWL New Orleans, WFAA Dallas, WBT Charlotte, KSL Salt Lake City, WRVA Richmond, WCCO Minneapolis, WTOP Washington, WPTF Raleigh, N.C., WBEN Buffalo, KFH Wichita, WSYR Syracuse, WAPI Birmingham, WDAF Kansas City, KSD St. Louis, WIS Columbia, S.C., KROD El Paso, WGN Chicago and KTRH Houston.

Among others who had participated in prior meetings but were not at the Chicago session, according to participants, were WTMJ Milwaukee, WBAL Baltimore, WOAI San Antonio, WSM Nashville, WKY Oklahoma City, WMT Cedar Rapids, WGAN Portland, Me., WSB Atlanta, KIRO Seattle, WCSC Charleston, S.C., KHOW Denver, KHQ Spokane, and WOR New York.

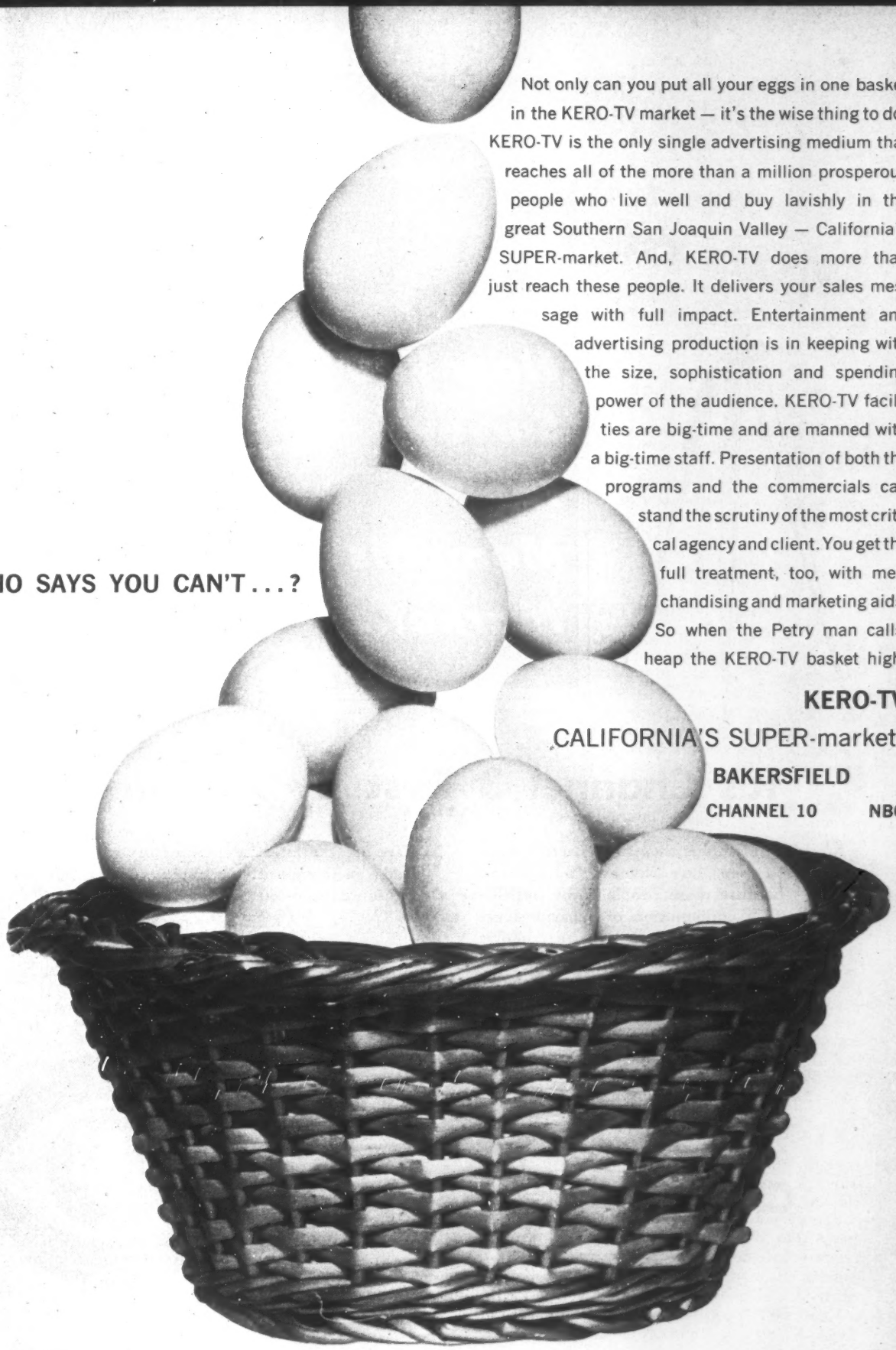
New high • Creighton E. Gatchell (l), vice president-general manager of WGAN-TV Portland, Me., is shown a model of the station's projected tower by B.H. Kline, president of the constructing firm, Kline Iron & Steel Co., Columbia, S.C. (BROADCASTING, March 9; Feb. 23). The 1,619-ft. tower will cost $500,000.

Arkansas spring meet

The Arkansas Broadcasters Assn. decided to open its membership to television stations and took a positive stand on air editorials at the association's spring meeting March 13-14 at Little Rock. The 85 broadcasters named a permanent public relations committee under L.B. Tooley, KXAR Hope (chairman). Named with him to set up an active group were J. A. West Jr. KDMS El Dorado, and Allen Patterson, KBTM Jonesboro.

New Georgia daytimer

WCPK College Park, Ga., commenced operation March 21. The daytimer, owned and operated by College Park Broadcasting Co., is on 1570 kc with 10 kw. Bob Corley is general manager, David McLain station manager. WCPK's coverage includes Hapeville and East Point, Ga., not far from Atlanta.



WHO SAYS YOU CAN'T . . . ?

Not only can you put all your eggs in one basket in the KERO-TV market — it's the wise thing to do! KERO-TV is the only single advertising medium that reaches all of the more than a million prosperous people who live well and buy lavishly in the great Southern San Joaquin Valley — California's SUPER-market. And, KERO-TV does more than just reach these people. It delivers your sales message with full impact. Entertainment and advertising production is in keeping with the size, sophistication and spending power of the audience. KERO-TV facilities are big-time and are manned with a big-time staff. Presentation of both the programs and the commercials can stand the scrutiny of the most critical agency and client. You get the full treatment, too, with merchandising and marketing aids. So when the Petry man calls, heap the KERO-TV basket high!

KERO-TV

CALIFORNIA'S SUPER-market

BAKERSFIELD

CHANNEL 10 **NBC**

REPRESENTED BY EDWARD PETRY & CO., INC.

It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Oct. 29-Nov. 25 '58 (Metro Area)	Pulse Nov. '58 (Metro Area)	Nielsen Dec. 7-Jan. 10 '59 (Station Area)
WREC-TV	**248**	**293**	**259**
Sta. B	94	96	71
Sta. C	69	29	81

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

duPonts to KLZ-TV, WSNY, Brinkley today

KLZ-TV Denver, WSNY Schenectady and NBC newsman David Brinkley will receive the 16th annual Alfred I. duPont Awards in radio-tv for "meritorious service to the American people" during 1958, at a dinner this evening (March 30) in Washington.

Dr. Francis Pendleton Gaines, president of Washington & Lee U., Lexington, Va., and chairman of the duPont Awards Committee, announced the recipients of the honors, $1,000 each and award plaques. Under terms of the awards program, it was announced, winners have the opportunity of establishing scholarships or fellowships in the communications field, in their names and that of the late Alfred I. duPont, at institutions of their choice.

KLZ-TV, which is the first station to win two duPont Awards (the first came in 1948), won the foundation's large station award this year for giving "clear evidence in its programming policies of a sense of obligation to participate intimately in community life." Hugh B. Terry, KLZ-TV president and general manager, will accept the award for the station.

WSNY's citation noted its "acceptance of responsibility for progressive leadership in a time of trouble and uncertainty." The Schenectady station contributed "a thoughtful and strong editorial voice to community life," the committee said. Winslow P. Leighton, president and general manager of WSNY, will accept the award.

Mr. Brinkley was cited for "exemplifying the best qualities of broadcast commentary," and a "special quality of personal style . . . which . . . recalls us to sanity and to an awareness of our common humanity."

Dean sees mass media splintering audiences

Many publications, "in an effort to compete with mass broadcasting and print supplements, may be abdicating their first responsibility to serve their primary audience with depth and impact," an agency executive warns.

Sidney W. Dean Jr., vice president of McCann-Erickson and a director of the Audit Bureau of Circulations, told a joint conference of the ABC and San Francisco Advertising Club that trends in marketing "segmentation" are establishing new objectives for media planning. He spoke on "New Marketing Frontiers in Media Planning" March 18.

As an example of such trends, Mr. Dean pointed out, the proportion of exclusively sponsored nighttime network tv shows dropped from 80% to 46% in four years, "while alternate and multiple sponsored shows have more than doubled. Higher fixed costs and relatively inflexible coverage patterns now require television planners to give greater attention to the composition of audiences in terms of buying influences and psychological segmentation."

General media should attempt to replace higher-cost types of selling by improving their performance through better audience segmentation and higher impact, Mr. Dean asserted. The mass media of "common denominator" content will probably continue to deliver audiences at minimum net costs, he predicted, but there is evidence "the editorial pendulum may be swinging too far toward mass emphasis."

Alfred I. duPont Award recipients: KLZ-TV's Terry, WSNY's Leighton, NBC's Brinkley

Clear channel group to pick new director

Clear Channel Broadcasting Service will continue to maintain its Washington headquarters office and has set machinery in motion for the appointment of a new director.

Members of the CCBS executive committee have been instructed to choose a successor to Hollis Seavey, who has resigned to operate WCUM Cumberland, Md., which he recently purchased.

Charged with selecting a successor is the executive group comprising Edwin W. Craig, WSM Nashville, Tenn., chairman; Harold Hough, WBAP Fort Worth; James D. Shouse, WLW Cincinnati; Victor A. Sholis, WHAS Louisville, and Ward L. Quaal, WGN Chicago.

CCBS members held their annual meeting in Chicago March 15 prior to the NAB Convention, with Mr. Hough, CCBS treasurer, presiding in the absence of Mr. Craig. The organization accepted Mr. Seavey's resignation "with regret" and heard a review of the long-pending clear channel issue in which FCC has set April 8 as the deadline for replies. Mr. Seavey has served as director since March 2, 1953.

The decision to appoint a successor and retain its Washington office (in the Shoreham Bldg.) scotched speculation that CCBS might leave its representation solely in the hands of its law firm, Kirkland, Ellis, Hodson, Chaffetz & Masters.

Quality Radio plans new push

Quality Radio Group Inc., founded a few years ago, will attempt a renaissance by broadening its membership and scope of activity.

During the NAB convention, the organization set up a development committee headed by Gustav K. Brandborg, vice president and general manager of KVOO Tulsa, Okla. It also includes Frank Gaither, general manager, WSB Atlanta, Ga.; Stanton P. Kettler, executive vice president, WGBS Miami, Fla., and Charles A. Wilson, advertising and sales promotion manager, WGN Chicago.

Quality met in Chicago March 16 to hold elections (BROADCASTING, March 23) and discuss plans for 1959. Stations represented were WSM Nashville, WHO Davenport, KDKA Pittsburgh, KEX Portland, Ore., WBZ Boston, WLW Cincinnati, WRVA Richmond, Va., WBAP Fort Worth, KCMO Kansas City, WCAU Philadelphia, WWL New Orleans, and KVOO, WSB, WGBS and WGN.

WREX-TV to ABC-TV

WREX-TV Rockford, Ill., on Sept. 18 will switch its primary affiliation from CBS-TV to ABC-TV, it was announced last week by Louis E. Caster, president of WREX-TV and Alfred Beckman, ABC vice president in charge of tv station relations. The starting date also marks the sixth anniversary of the station. WREX-TV, the only vhf station in Rockford, operates on ch. 13.

THE DA IN TV
AMST mobile unit ready for Boston test

The first step in developing significant information on directional antennas in television begins today (March 30) with the arrival in Boston of the Assn. of Maximum Service Telecasters' mobile field test unit.

The unit will be coordinated with three fixed installations using field test measuring equipment loaned by the National Bureau of Standards and calibrated by the FCC's laboratory division.

The directional antenna tests, undertaken by AMST technical units, for the Television Allocations Study Organization, will cover WBZ-TV Boston and WKY-TV Oklahoma City. It is expected to run about six months.

AMST, representing 117 major tv stations, agreed to fight "precipitous changes" in the television allocations or "gradual erosion" of the present system by reduction of coverage areas.

The position was taken at the annual meeting of the organization at its Chicago meeting two weeks ago during the annual NAB convention.

Trouble Averted • Lester W. Lindow, executive director, told the meeting that television broadcasters would be "in serious trouble" if AMST had not been alert and energetic in opposing proposals for reduced television service. The organization was formed three years ago.

He reported that AMST had participated in 18 cases involving 41 markets, last year. He also announced that AMST was participating in the FCC's current study of the 25-890 mc portion of the spectrum.

Ernest W. Jennes, counsel for AMST, urged the organization to formulate a plan for tv. "We must have a plan," he said. "We must be prepared to fight vigorously for it. There is too much to lose, on the part of the public and on the part of the telecasters, and the dangers are too great for complacency."

Two new members were elected to the AMST board: David C. Moore, Transcontinent Television Corp., and Edwin K. Wheeler, WWJ-TV Detroit.

Continuing • Re-elected: Charles H. Crutchfield, WBTV (TV) Charlotte; Donald D. Davis, KMBC-TV Kansas City; Harold Essex, WSJS-TV Winston-Salem; Roger W. Clipp, Triangle Stations; John H. DeWitt Jr., WSM-TV Nashville; Joseph Epperson, WEWS (TV) Cleveland; John S. Hayes WTOP-TV Washington, D.C.; Harold Hough, WBAP-TV Fort Worth; Alex Keese, WFAA-TV Dallas; C. Howard Lane, KOIN-TV Portland, Ore.; Carter M. Parham, WDEF-TV Chattanooga; C. Wrede Petersmeyer, Corinthian Broadcasting; Ward L. Quaal, WGN-TV Chicago; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Harold C. Stuart, KVOO-TV Tulsa; Robert D. Swezey, WDSU-TV New Orleans; Jack Harris, KPRC-TV Houston, and Mr. Lindow.

All officers and members of the executive committee were re-elected. Officers are Mr. Harris, president; Mr. Crutchfield, first vice president; Mr. Davis, second vice president; Mr. Essex, secretary-treasurer, and Mr. Lindow, assistant secretary-treasurer and executive director. The executive committee is Messrs. Harris, DeWitt, Crutchfield, Essex, Davis, Hayes and Petersmeyer.

Ohio news source bill

A bill (No. 260) has been passed by the Ohio Senate adding radio and tv to the law protecting newspapermen from revealing their news sources. The bill, passed 26-0, was introduced by Ray T. Miller Jr., president of WERE Cleveland and member of the State Senate. It now is before the House.

Court ban labeled anti-media prejudice

A charge of "prejudice" was leveled at the American Bar Assn. by the National Press Photographers last week for its insistence on retaining Canon 35.

Joseph Costa, board chairman of NPP, said ABA is being "prejudiced against all media" and called for the formation of a group of newsmen and attorneys, looking toward revision of the ban on courtroom coverage by broadcasters and photographers.

The charge came during a short course conducted by Northwestern U's school of law and journalism for newsmen interested in crime news analysis and reporting. The sessions were held in Evanston, Ill. March 23-28.

Appearing with Mr. Costa as lecturers Tuesday were Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans and chairman of NAB's freedom of information committee, who reported on the progress of radio-tv's fight to revise Canon 35; William Garry, news director of CBS Chicago; William Ray, news director of NBC Central Div.; Frank J. McGarr, Chicago attorney; Judge Walter V. Schaefer, Illinois Supreme Court, and Prof. Baskett P. Mosse, Northwestern U. professor of journalism. They discussed "courtroom photography, tape recordings and broadcasts."

Canon 35 was defended by Chief Justice Schaefer and Mr. McGarr, former assistant U.S. attorney, and scored by newsmen Garry and Ray.

Judge Schaefer felt that "when freedom of the press is in conflict with a man's right to a fair trial, the decision is an easy one. The fair trial will prevail." In some instances, he held, the press actually impairs a fair trial.

Mr. McGarr disagreed with Mr. Garry's contention that radio-tv can handle court coverage with "decorum," claiming that televised Senate rackets committee hearings bordered on the gaudy side. Mr. Ray reported, on the basis of past experience, that there can be a "great deal of difference" between taped testimony and the stenographic transcript in comparison of what actually was said during a court trial.

About 80 newsmen from 22 states and three foreign countries attended the week-long sessions, sponsored by NU under a grant from the Ford Foundation. The course was designed to enhance newsmen's understanding of crime problems, improve their relationships with law enforcement officers and the legal profession and provide a forum for an exchange of information.

CHICAGO AWRT
Spring meet discusses merits of rival media

Radio today is many things to many people. It is becoming more local, identifying itself more closely with the community and building personalities as air salesmen. And it's in the process of refining and developing its product as the oldest established sound medium.

These and other views on the relative merits of mass media and creative advertising approaches sparked the March 21 conference of American Women in Radio & Television's Chicago chapter. Over 150 AWRT members attended the all-day session at the Ambassador West's Guildhall.

The "Three Faces of Radio" were unveiled at an opening panel moderated by Clifford J. Barborka, vice president-manager of John Blair & Co.'s Chicago office. It comprised Ward L. Quaal, vice president-general manager of WGN-AM-TV; Arthur Thorsen, program director of WBBM, and Bernard Jacobs, president-general manager of WFMT (FM), all Chicago. They discussed spot, independent, network, local and fm radio.

Live Programming • Mr. Thorsen stressed the value of maintaining local

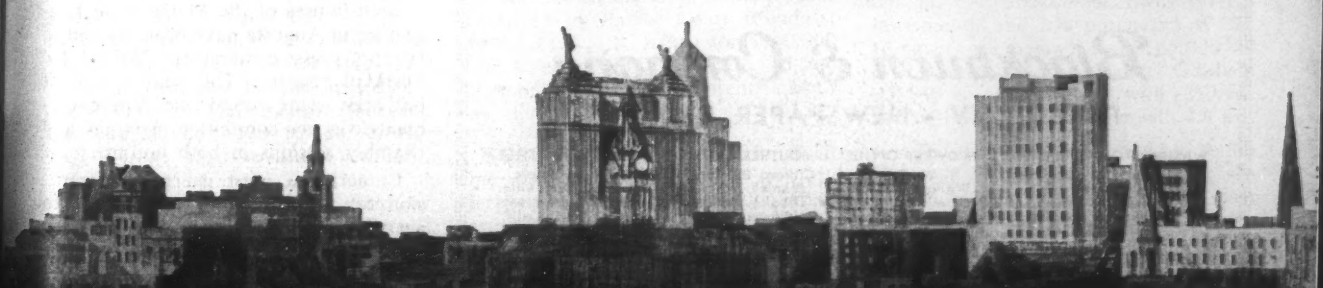
REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

Two recent developments that emphasize WGR-TV's continuing leadership in Buffalo are the installation of the first videotape equipment in the area and the purchase of a new tower—300 feet taller—to further extend its coverage in Western New York.

For best results from America's most powerful selling medium, be sure to call Peters, Griffin, Woodward about availabilities in Buffalo.

NBC • CHANNEL 2 • BUFFALO



WROC-TV, Rochester, N.Y. • WSVA, WSVA-TV, Harrisonburg, Va. • WGR, WGR-TV, Buffalo • WNEP-TV, Scranton-Wilkes-Barre

live programming at considerable expense but with good profit. WBBM spends about $500,000 yearly on musicians and $250,000 on talent for this type of operation, he said. And yet, he added, billings have risen 650% from 1931 to 1957 and every year since 1954 has been a record-breaking one.

Costly local live programming, the program director said, appeals to listeners who abhor "canned" or "formula" music, builds believable air personalities and tends to inspire active, adult, family listening.

Mr. Quaal cited increases in radio set usage during the 10-years' of tv's greatest growth (59 million to 150 million) and noted radio "is becoming more local all the time."

Mr. Jacobs reviewed the financial soundness of his fm operation, emphasizing that WFMT devises and modifies its own policy without regard to unfriendly pressures.

A second panel on "who gets the advertising dollar" featured John E. Flatley, sales representative of WBKB (TV), Fred Vosse of WIND, both Chicago, and Thomas W. Burns, general advertising executive of the *Chicago Tribune*. Fred A. Niles, head of his own film production firm, moderated.

Mr. Burns said that tv and newspapers are the "perfect complement" and held that television is "essentially an entertainment medium," while newspapers deliver a definitive circulation. He cited *Chicago Tribune* and Social Research Inc. surveys showing that tv comes first in "giving pleasure" and the newspaper is "more dependable for advertisers." He warned that television will "never get the retailers' business" because the newspaper is "essentially a shopping medium" providing the advantages of recall. He also flailed the "abuse of mood-matching" among programs and commercials in tv.

The cost-per-thousand yardstick may well be "the greatest injustice to newspapers," Mr. Burns contended, adding that if comparisons are in order with tv, it must be established whether the commercial is actually viewed when the receiver is on. He acknowledged that newspaper circulation does not comprise actual home subscriptions alone.

Mr. Flatley noted that 12 years ago, about two-thirds of Procter & Gamble products weren't even in existence. He cited such tv success stories as Elgin, Bulova (watches), P&G and Lestoil (detergent).

Mr. Vosse cited a McCann-Erickson study to show that radio reaches more people more often than any other medium and gives the advertiser "repetition, frequency and selectivity."

What the Ad Dollar Will Buy • If a storage-and-moving firm had $7,000 to spend on a special campaign, what could it get in the various media for its money, an AWRT delegate inquired. The answers: In the *Tribune:* about 3,500 lines, with ads run twice weekly, over 52 weeks; on independent radio: 23 announcements weekly for three months; on WBKB: (with films already made) 60-second participations in three weekly late evening feature films and two weekly in daytime shows for seven weeks, or five one-minute spots on different shows for 13 weeks.

Chicago vs. East & West • Participating in an afternoon panel on different advertising approaches: Earle Dugan, vice president-account supervisor, Foote, Cone & Belding; Charles R. Standen, senior account supervisor, Tatham-Laird; Lee J. Marshall, senior vice president-account supervisor, Keyes, Madden & Jones, and Milton S. Garfield, Garfield-Linn & Co. Tony Weitzel, *Chicago Daily News* columnist, was moderator.

Mr. Dugan said that Chicago is geographically located to buy overall media better than network tv programming, but felt the city lacked "creative stimulus." He pointed out that the city can't attract or hold talent necessary for network originations. Mr. Standen said that Chicago is leading the way in creative commercials (Hamm's [beer], Marlboro [cigarettes], Dial [soap], Clark [gasoline]) and is "emotionally closer to clients' problems." Mr. Marshall: By necessity Chicago agencies develop a pattern of media selection and "go out into the field" to implement the concept.

A Chicago tv critics' panel made up the concluding session, with Janet Kern, *American;* Terry Turner, *Daily News;* Robert Anderson, *Tribune;* Marcia Roland, *Tv Guide,* and Alex Dreier, NBC newscaster. Featured luncheon speaker was Norman Barry, WMAQ-WMBQ (TV) personality, who along with the majority of critics questioned the validity of ratings. The critics stressed they wrote for their readers and "not for the industry." They also acknowledged, as a group, that tv's news-ness and bulk crowd out coverage of noteworthy radio happenings.

Tv covers Maine solons

Both houses of the Maine State Legislature in Augusta have been opened to tv and press cameramen, WCSH-TV Portland reports. The station said it has been using sound and film equipment to cover committee meetings and chamber sessions in both houses.

Cameramen must get prior permission for coverage and are required to act with "discretion" and use available lighting, WCSH-TV said.

MIDWEST

Major market fulltime regional facility. Very profitable. $175,000 down. Terms to be negotiated. ***$600,000***

FLORIDA

Desirable market. Good profit picture which will enable payout out of earnings. 29% down. ***$220,000***

WEST

Fulltime facility in growing single station market. Has fine profit record. $25,000 down. ***$90,000***

SOUTH

Daytime facility on excellent frequency in medium market. Very good profit potential. $15,000 down will handle. ***$55,000***

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KLX Oakland, Calif.: Sold to Crowell-Collier Corp. (KFWB Los Angeles) by Tribune Building Co. (*Oakland Tribune* for $750,000). KLX is on 910 kc with 5 kw, directional antenna, night. Station, founded in 1922, was acquired by the Knowland family in 1933. In addition to J. R. Knowland Jr., who is publisher of the *Oakland Tribune*, former Republican U. S. Sen. William J. Knowland is a member of the family. Crowell-Collier in 1956 negotiated the $16 million purchase of the Harry M. Bitner-controlled Consolidated Tv & Radio Broadcasters Inc. properties (Indianapolis, Grand Rapids and Minneapolis), but this fell through because of the financing difficulty. These stations are now owned by Time Inc. Crowell-Collier at one time published *Collier's, Woman's Home Companion* and *American* magazines.

• WRVM Rochester, N.Y.: Sold to State Broadcasting Co. for $350,000 by Harry Trenner and Assoc. State is owned by Mr. and Mrs. Frank W. Miller Jr. Mr. Miller, president, is with Headley-Reed, station representative, and Kelly-Smith, newspaper representative, and is an officer of *Fall River* (Mass.) *Herald News* (owner of WSAR Fall River) and of *Schenectady Union-Star*. George M. Millar, formerly vice president of WELL Battle Creek, Mich., and with other Knorr Stations, is vice president of State and will be WRVM general manager. The sale was handled by Allen Kander & Co. WRVM is on 680 kc with 250 w, day.

• KFIV Modesto, Calif.: Sold to KFIV Inc. by Evert Person, Frank McLaurin and others for $242,500. KFIV Inc. is owned by A. J. Krisik, Rebecca M. Krisik and Theodore J. Wolf, who will remain as general manager of KFIV. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KFIV is on 1360 kc with 1 kw, directional antenna night, and is affiliated with ABC.

• KCUE Red Wing, Minn.: Sold to Kingsley Murphy and Carroll Crawford (KGDE Fergus Falls, Minn.) by Victor and Nicholas Tedesco for $71,500. Mr. Murphy has an interest in KRNT-TV Des Moines, Iowa. The sale was handled by Allen Kander & Co. KCUE is on 1250 kc with 1 kw, day.

• KTXL San Angelo, Tex.: Sold by Warren J. Fortier to Burkhart Broadcasting Corp. for $55,000. Kent Burkhart, KENS San Antonio program director, owns company in his own name. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KTXL is on 1340 kc with 250 w.

Taking a look • Transcontinent Television Corp. President David Moore (l) and Marietta Broadcasting President Jack Wrather discuss the west coast stations involved in the new combined Transcontinent $30 million organization. (BROADCASTING, March 23).

• KBLT Big Lake, Tex.: Sold to Don Renault by James Sample and Donald Boston for $26,300. The sale was handled jointly by Patt McDonald and Paul Chapman Co. KBLT is on 1290 kc with 1 kw, day.

• WHTB Talladega, Ala.: Sold to Radio Alabama Inc. (Lem Coley, Charles H. Whatley, Sim S. Wilbanks and James W. Whatley) by Joseph L. Wallis, Alec O. Thomson and Cecil Hornady for $25,000 cash. Principals in the purchasing corporation also have interests in WRFS Alexander City and WETV Wetumpka, both Alabama. The sale was handled by the Paul H. Chapman Co. WHTB is on 1230 kc with 250 w.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other FCC activities see* FOR THE RECORD, *page 90):*

• KXLA Pasadena, Calif.: Sold to Eleven Ten Broadcasting Corp. (Donald R. Cooke, national station representative) by Pacific Coast Broadcasting Co. (Loyal K. King) for $900,000. KXLA is on 1110 kc with 10 kw, directional antenna different pattern day and night.

• WPEO Peoria, Ill.: Sold to Radio One Corp. (William B. Dolph and Herbert L. Pettey) by Dandy Broadcasting Corp. for $325,000, plus agreement that assignors will not engage in radio business for five years within 60 miles of Peoria. Messrs. Dolph and Pettey have also purchased KUDE Oceanside, Calif. (see below). Mr. Dolph owns 15% of KJBS San Francisco and is president and 29% owner of WMT-TV Cedar Rapids, Iowa. Mrs. Pettey owns 25% of KJBS. WPEO is on 1020 kc with 1 kw, day.

• KUDE Oceanside, Calif.: Sold to Dolph-Pettey Broadcasting Co. by Walter N. Nelskog and Darrell R. Anderson for $171,000, plus agreement to employ the assignors as consultants for three years at $8,000 per year and the assignors will not engage in broadcasting in the metropolitan area for five years. For Messrs. Dolph and Pettey's interests see WEPO Peoria above. KUDE is on 1320 kc with 500 w, directional antenna same pattern day and night.

• WKIT Mineola, N.Y.: Sold to VIP Radio Inc. (WWES-AM-FM New Rochelle, WVIR Mount Kisco and WKSN Saugerties, all New York) by Seymour Weintraub for $165,000. WKIT is on 1520 kc with 250 w, day.

• WTSV-AM-FM Claremont, N.H.: Sold to Radio Claremont Inc. (Norman Knight, sole stockholder, owns WHEB Portsmouth and has purchased WTSL Hanover, see below) for $165,000 by W.F. Rust Jr. and Ralph Gottlieb. WTSV is on 1230 kc with 250 w. WTSV-FM is on 106.1 mc with 4.8 kw.

• WTSL Hanover, N.H.: Sold to Radio Hanover Inc. (Norman Knight, see WTSV-AM-FM, above) by W.F. Rust and Ralph Gottlieb for $135,000. WTSL is on 1400 kc with 250 w.

$25 million profit for CBS last year

CBS Inc.'s annual report for 1958, mailed to stockholders last week, highlighted the money-making prowess of the network's television stations division and its owned radio stations and related activities.

The report reaffirmed an earlier preliminary statement placing consolidated profits from CBS Inc. in 1958 (53 weeks) at $24,482,812, as compared with $22,193,367 in 1957 (52 weeks). Sales for 1958 were reported at $411,800,203, as against 1957 sales of $385,409,018 (BROADCASTING, March 2).

Approximately one-half the profit from CBS-TV activities is earned by the stations division, which covers owned stations, CBS-TV Spot Sales and CBS Films Inc., the report stated. The division's combined revenues were said to be 18% over those of 1957.

The CBS Radio Division as a whole was profitable in 1958, the report said, but pointed out that its profits resulted from the operations of the network's owned stations and related activities, including CBS Radio Spot Sales. The report acknowledged that the radio network operated at a loss in 1958.

CBS fellowships

Winners have been announced for the third annual CBS Foundation news and public affairs fellowships for a year of study at Columbia U. They are Marvin L. Kalb, reporter-contact, CBS News, N.J.; John Merriman, news editor, CBS News, N.Y.; Barry R. Nemcoff, tv news editor, WCAU-TV Philadelphia; Charles V. North, tv news director, KGGM-TV Albuquerque, N.M.; Charles R. Reeves, news director, WWVA Wheeling, W.Va.; Jack D. Summerfield, assistant general manager, WGBH-FM-TV Cambridge, Mass.; James L. Wood, radio-tv news staff, WSBT-AM-TV South Bend, Ind., and John A.G. Tiffin, CBS News, London.

Media reports

• Court action seeking to compel CBS Inc. to give him access to its stock books and to delay the company's April 15 annual meeting until he had had a chance to study them was started in New York Supreme Court last week by Barney Young, frequent critic and current litigant against CBS. He contended he wanted to show a conflict of interests on the part of Ralph Colin, member of the CBS board and also in the law firm of Rosenman Goldmark Colin & Kaye, counsel to Broadcast Music Inc. CBS authorities opposed his request on grounds that he was trying to promote the pending $5 million law suit brought by Life Music Inc., of which he is a substantial owner, against CBS, NBC and BMI. Mr. Young's bid to see the stock books was set for argument today (March 30) before Judge Saul Streit.

• WALB-TV Albany, Ga., is operating with new facilities. The station now telecasts from a 1,000-ft. tower with 316 kw.

• KOTN-FM Pine Bluff, Ark., has commenced operation. In conjunction with KOTN, KOTN-FM broadcasts about six hours stereophonically each day. The station has a stereo tape recorder and is building a library of locally-produced stereo programs. These are supplemented with stereo records. KOTN-FM is on 92.3 mc with 3.2 kw.

• KWK St. Louis, Mo., goes on a 24-hour Monday through Saturday schedule today (March 30).

• KTVU (TV) San Francisco-Oakland started using color equipment Thursday (March 26).

• Broadcast Time Sales, radio representatives, is in its new penthouse office at 509 Madison Ave., New York, with larger working space than in its former location at 280 Madison Ave.

• WIP Philadelphia has created an independent news department with Mitchell Krauss, sales promotion director, as head. This is the first step in expansion of WIP's news coverage with the number of weekly newscasts increased from 250 to more than 300, analytical newscasts scheduled regularly, acceleration of the station's "news tip" plan (listeners calling in news items), and the addition of a news researcher and stringers in key cities. WIP is separating commercials from newscasts by having different announcers for the two functions.

• WCNY-TV Watertown, N. Y., increases its Class A one-hour rate from $250 to $300 next month. Other classifications are raised proportionally. Present WCNY-TV advertisers and those signing contracts before April 1, will not be affected by the rate change until Oct. 1, providing their schedule on WCNY-TV has not lapsed. Representative is Weed Television Corp.

• Fast news coverage by WKY Oklahoma City prepared the city's Mercy Hospital for the patients flooding in after ammonia fumes escaped in the Wilson & Co. plant in that city on March 24. The accident killed at least five persons. The hospital, alerted by the station, laid in an additional supply of medicine required to cover the emergency. In addition, WKY fed developments of the story to 18 radio stations across the country. The station claimed a beat on the story and awarded $25 for the top news tip of the week to a tipster who notified WKY.

• WTVJ (TV) Miami, Fla., has arranged for 35 Miamians to take a three-week tour of Washington, Paris, Copenhagen, Leningrad, Moscow, Budapest and Berlin. WTVJ Vice President Ralph A. Renick and WTVJ producer-director Richard R. Renick are going along with the tourists to take films for a show to be telecast when they return next month.

• KBTV (TV) Denver has announced the purchase of a 700-film Paramount Picture package costing $800,000 from Music Corp. of America. The movies will run Monday, Wednesday-Saturday at 9:30 p.m. on the ch. 9 outlet, starting April 6.

• WSON Henderson, Ky., has issued a new rate card listing a single rate for both local and national accounts. The card allows 15% commission to recognized agencies.

• Clarke Brown Co. (radio-tv representative), Dallas, moves today (March 30) into suite 1507 Southland Center, there. Telephone: Riverside 2-5148.

• John Blair & Co. (radio representative), L.A., is enlarging its quarters at 3460 Wilshire Blvd. by about 50%. Blair quarters in Los Angeles include Blair-Tv and Blair Television Assoc. (tv representatives).

• Television Bureau of Advertising has signed to membership its first tv station from outside North America. The station is ATN (TV) Sydney, Australia, which is owned by Amalgamated Television Service, Proprietary Ltd.

• Rep appointments

• WILX-TV (ch. 10) Onondaga, Mich., appoints Venard, Rintoul & McConnel, N. Y. Affiliated with NBC-TV, the station is owned by its president and general manager, John C. Pomeroy, and Edward E. Wilson, vice president.

• WBCB Levittown-Fairless Hills, Pa., names Bob Dore Assoc., N.Y.

• KTXO Sherman, Tex., names Weed & Co. as southwestern representative.

• WKTV (TV) Utica-Rome, N.Y., appoints H-R Television Inc.

• WKMH Dearborn, Mich., appoints Edward Petry Co., effective April 1, replacing Headley-Reed. The station operates with 5 kw on 1310 kc.

TAMPA-ST. PETERSBURG

...market on the move!

Big business is brewing in the MARKET-ON-THE-MOVE . . . Tampa-St. Petersburg! Giant industries, like 110 Year Old Jos. Schlitz Brewing Co., are dotting the area with the world's most modern plants! Over 800,000 barrels of beer a year will flow from the Schlitz $20,000,000 Tampa plant—marking the first time a premium beer will have been brewed in Florida! As progressive industry pours in, it compounds the amazing business growth that has put Tampa-St. Petersburg, one large trading area, in the TOP 30 MARKETS—now 30th in retail sales, 27th in automotive sales, 29th in drug sales!

Capture this rich market with the STATION-ON-THE-MOVE—WTVT—*first in total share of audience** with 34 of the top 50 programs! WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET-ON-THE-MOVE . . . TAMPA-ST. PETERSBURG.

**Latest ARB*

station on the move...

WTVT

TAMPA - ST. PETERSBURG

CBS **Channel 13**

The WKY Television System, Inc.

WKY-TV	WKY-RADIO	WSFA-TV
Oklahoma City	Oklahoma City	Montgomery

Represented by the Katz Agency

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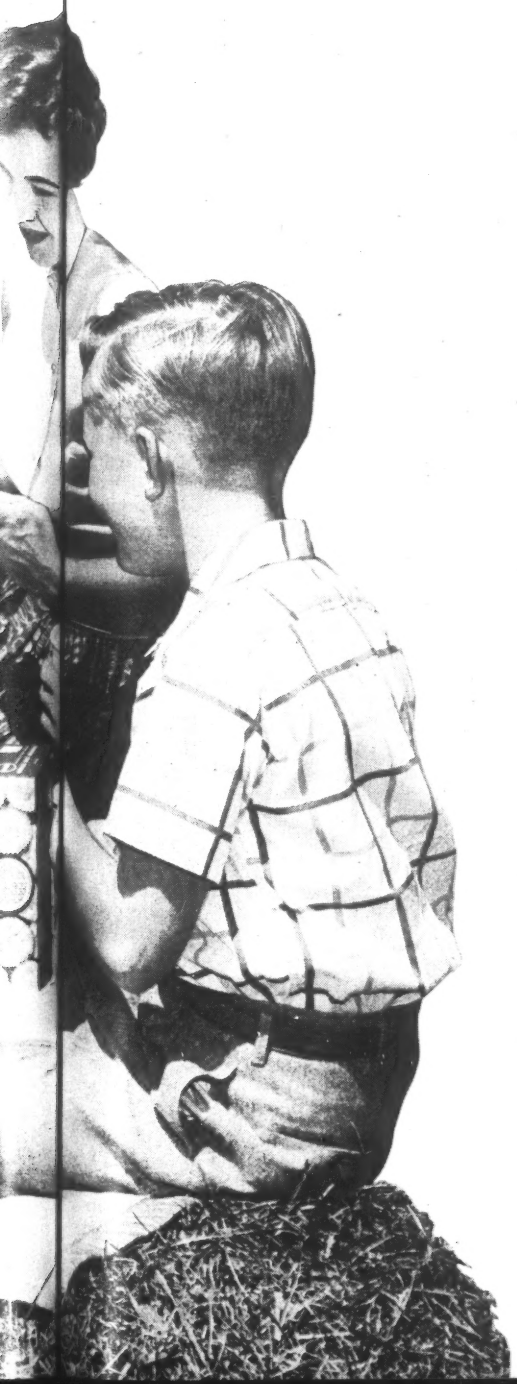

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Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

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H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

FCC TO TACKLE ALLOCATIONS

Full Commission scheduled to start today on television blueprint

The FCC meets today (Monday) to grapple definitively with the three-year-long tv allocations problem.

Before members of the Commission will be a staff-written policy document on what to do about the vexing vhf-uhf problem.

The ultimate answer may be a recommendation that nothing be done until the outcome of present exploratory talks with the military services on swapping frequencies.

This envisages a contiguous band of 50 tv channels in the vhf area of the spectrum.

The most common proposal is to add 38 additional tv channels in the vhf area above ch. 13 (210-216 mc). These are now virtually all assigned to military services.

Basic Considerations • For Commission consideration, the staff memorandum makes these points:

• Maintain the basic priorities. These are (1) at least one service to all parts of the United States, (2) at least one station to each community, (3) at least two tv services to all parts of the United States, (4) at least two stations for each community, and (5) allocate unassigned channels to communities on the basis of population size, geography and number of tv services available. This order of assigning available channels was determined in 1952 when the FCC lifted its allocation freeze.

• The present 12 vhf channels, alone, are unacceptable as the basis for a nationwide, competitive tv service.

• The present plan of intermixing vhf and uhf channels in the same community has not worked.

The alternatives are listed as follows:

• Use of vhf and uhf channels has not worked. Intermixture has been a bad mistake. Deintermixture has been tried, but does not hold the answer.

• Relaxation of present standards would not add enough stations to overcome the shortage of facilities. Such proposals as reduced mileage separations, the use of directional antennas and other techniques for squeezing in more assignments to critical cities would not be significant in the overall, national picture.

• Move all tv to uhf. Or move all tv in the eastern area of the United States to uhf. This is prospective policy, adopted by the FCC in 1956. But before taking this drastic step, there is one other alternative.

• An all vhf system comprising 50 consecutive channels. Since this is under exploration by the FCC and the Defense Dept., it would be wiser to maintain the status quo pending the outcome of these talks.

Frequency Swapping • The consent of the Defense Dept. to explore the swapping of frequencies was announced at the NAB convention two weeks ago by FCC Comr. Frederick W. Ford, military liaison officer of the Commission (BROADCASTING, March 23).

Both Comr. Ford and Comr. T.A.M. Craven have advocated investigating the possibility of extending the vhf band.

If successful, the swap would be predicated on a long-term transition period (seven to 10 years has been mentioned).

It was at the NAB convention also that the FCC received the report of the Television Allocations Study Organization. This group was established in 1956 to undertake an engineering study of vhf and uhf propagation, field strength, transmissions, antennas, receiving conditions, picture analysis, etc. Its basic conclusion was that uhf is generally inferior to vhf on almost all counts of coverage (BROADCASTING, March 23).

Status Report • The Commission's meeting today is for the purpose of drawing up a hard and fast "status report" on tv allocations. This will be ready for submission to Congress when the FCC is called up to report on its tv problems.

It is known that both the Senate and the House Commerce committees have asked the FCC to be prepared to appear before them to tell what it has done on the tv allocations questions.

No dates have been set yet for such appearances.

The allocations report is known to include various charts and graphic displays to illustrate the benefits and defects of the various alternatives for ameliorating the tv allocations matter.

The report under consideration was the result of a year's intensive work by a special staff comprising engineers and economists. The group held periodic check meetings with the commissioners and were kept advised constantly of all views.

Endorses Hyde

FCC Comr. Rosel H. Hyde "has served the radio and television industries long and well" and should be reappointed, the Utah Broadcasters Assn. has told President Eisenhower and the U.S. Senate. Sen. Frank Moss (D-Utah) last week entered into the *Congressional Record* a UBA resolution praising the Idaho Republican and urging his reappointment by the President. The resolution also was sent directly to the White House. Comr. Hyde's term expires June 30.

Mack trial delays Miami ch. 10 case

The FCC last week postponed the oral argument on Miami ch. 10 from April 23 to May 21 after Washington federal chief district Judge F. Dickinson Letts expressed fear that the oral argument might prejudice the criminal trial of former FCC Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside, scheduled April 7.

Both Mr. Mack and Mr. Whiteside are accused of conspiring to influence the award of Miami ch. 10 to National Airlines.

Nicholas P. Chase, attorney for Mr. Mack, also asked that the trial be postponed until after Congress recesses. He said he might have difficulty securing senators and congressmen to appear and testify while Congress is in session. J. Frank Cunningham, Justice Dept. attorney who is prosecuting the case, replied that he did not consider the testimony of any senator or representative "relevent or competent."

Under law members of Congress may not be subpoenaed while Congress is in session.

Judge Letts agreed with Mr. Cunningham and refused to postpone the trial.

The FCC in an order Thursday (March 26) stated it did not wish to take any action "which might be construed to affect, prejudice or interfere with the criminal proceeding." It also said that "at a proper interval" prior to May 21, it would re-examine the

scheduling of the oral argument in the light of the status of the trial.

Also concerning the oral argument, FCC earlier in the week informed National Airlines' attorney Norman E. Jorgensen that G. T. Baker, president of the airline company, would not be permitted to appear to argue in behalf of his company. Only lawyers are permitted to argue in oral argument, the Commission said. Mr. Baker filed an appearance to participate in the oral argument some weeks ago.

FCC ready to rehear Orlando ch. 9 grant

The FCC last week notified the U.S. Court of Appeals in Washington that it's ready to hold a rehearing of the Orlando, Fla., ch. 9 case as soon as it gets the word from the court. The FCC's grant of ch. 9 to WLOF Orlando in 1957 was supported by the appeals court in May 1958, but the U.S. Supreme Court remanded the case to the lower court last October (BROADCASTING, Nov. 3, 1958) for reconsideration in view of testimony before the House Legislative Oversight Subcommittee last year alleging *ex parte* presentations were made by WLOF.

The FCC had anticipated the Supreme Court move and started an initial inquiry on its own about three weeks before the high court's action (BROADCASTING, Oct. 6, 1958). WKIS Orlando, unsuccessful applicant for ch. 9, had appealed to the Supreme Court after losing its appeal to the lower court.

The Commission said last week its staff inquiry indicates a further, evidentiary hearing, with WLOF and WKIS participating, is warranted on issues similar to those in the Miami ch. 10 and Boston ch. 5 cases. The Commission added that it awaits the appeals court's pleasure on what action to take. A staff investigator of the House group had testified last June that Florida attorney William H. Dial contacted former FCC Comr. Richard A. Mack in behalf of WLOF during the adjudication period.

FCC monies studied

FCC commissioners were heartened after their appearance before a House Appropriations subcommittee dealing with the $11 million Commission budget for the fiscal year beginning next July 1. The subcommittee is headed by Rep. Albert Thomas (D-Tex.). All commissioners and a full complement of aides attended the virtually all-day session last March 11. Unofficial FCC sources said committee members had been interested and seemingly sympathetic. The $11 million recommended by President Eisenhower for the FCC in the next fiscal year compares with $9.8 million for the present fiscal year. The President's recommendation included $2.3 million for broadcast activities, compared to this year's $1.9 million.

S. D. orders study of music tax bill

A South Dakota bill to impose gross receipts tax on performing rights societies doing business in that state (BROADCASTING, March 9) has been returned to committee, it was reported, for further study—a maneuver which was said to have effect of tabling it for two years. The bill also would have required elaborate filings of data on copyrighted material—so elaborate some authorities felt it would have made it virtually impossible for such licensing organizations to operate in the state.

A companion measure dealing with royalties on musical recordings and transcriptions also was sent back to committee. Other bills dealing with performing rights organizations meanwhile pend in New Mexico and Texas state legislatures, although the Texas measure is reported quiescent.

TODAY'S FILM ARRIVALS

They pour in from every state and many lands, from major film centers and rural outposts . . . A single delivery may include a Hawaiian teacher's first documentary and a $4,000,000 epic filmed in Hollywood.

Here in Hollywood, in the hub of the nation's film capital, General has been privileged to serve the industry's top film makers for many years . . . This invaluable experience, our unmatched skill and personalized service are today easily available to enterprising movie makers the world over.

Today's exciting Jet Age snaps its fingers at time and space. Wherever you are, whatever your needs, General's fine film processing facilities* are now but a few short hours away.

*Complete 16 and 35 mm, b/w and color.

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Send for Bulletin G, which describes the advantages of our new 35/32 mm technique. Price lists and general information gladly supplied.

FCC ISSUES REVISED PAY-TV TEST

Third Report would allow each toll system to experiment in a different single four-station market. Congressional criticism nearly blocks plan. No toll test application is in sight

A working agreement between FCC and Congress to permit limited, controlled tests of subscription tv almost unworked itself last week.

• FCC announced Monday it would consider applications for a three-year-long test of pay tv.

• The House Commerce Committee, which for more than a year has been adamant against any move to approve toll tv, even tests, approved the Commission's action in a close 11-10 vote.

• Toward the end of the week criticism of the Commission's action and the House committee's endorsement began to mount.

• The grumbling got so bad that on Thursday Rep. Oren Harris (D-Ark.), chairman of the House units, defended his committee's action on the floor of the House.

Almost forgotten in the melee were the proponents of pay tv.

No Application Soon • None of the five principal advocates reported it was ready to file an application. All said they wanted more time to study the Commission notice.

The Commission's announcement—termed a "Third Notice"—reinstated its October 1957 document with two major revisions:

(1) Instead of allowing pay tv tests in up to three cities per system, the Commission limited each system to one test in one city.

(2) The sale of decoding and other receiving equipment to the public was forbidden. In its 1957 notice, the Commission had made no decision on whether to allow or prohibit such sale to the public.

There was no assurance, however, that the FCC was about to grant any application. The notice last week called attention to the fact that the Commission has promised not to authorize any test operation until the adjournment of the first session of the 86th Congress. This is the Congress now in session.

The 1957 document set out detailed limits for a controlled three-year test of pay tv (BROADCASTING, Oct. 21, Sept. 23, 1957).

It limited tests to those cities having four or more tv services. This condition was repeated in last week's announcement.

The limitation to a single system in only one city, the Commission said, was taken to provide safeguards against "the premature establishment" of a broad scale subscription tv service before a definitive policy decision is made.

Five Systems • Since there are only five acknowledged pay tv systems the one-to-a-market guide means that only five cities may be used as guinea pigs in the test demonstrations.

These five cities would have to be among 20 markets which have four tv services. These 20 are:

Chicago, Dallas-Fort Worth, Denver, Fresno-Tulare, Harrisburg-Lancaster-Lebanon-Reading-York, Hartford-New Britain-New Haven-Springfield-Waterbury, Los Angeles, Miami-Fort Lauderdale, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia-Camden-Wilmington, Phoenix-Mesa, Portland-Vancouver, St. Louis, San Antonio, San Francisco-Oakland, Seattle-Tacoma, Washington (D.C.) and Wilkes-Barre-Scranton.

It was explained that a pay tv operator could arrange to use more than one station in a single market, but not simultaneously.

The FCC stressed, as it had before, that the tests must not be permitted to circumvent the general public interest obligations of the stations involved. It also emphasized that the systems could not cause interference on the same or adjacent channels or degrade the video and audio signals of the station used.

The FCC Third Notice was approved by six commissioners. Comrs. Robert T. Bartley and Robert E. Lee concurred; Comr. Frederick W. Ford did not participate.

In 1957, Comr. Bartley dissented and Comr. Ford did not participate. Comr. Bartley contended then that the Commission should first decide general policy on subscription tv before authorizing tests.

Comr. Lee explained he still feels pay tv should be limited to uhf outlets.

The Commission's statement last week repeated some of the text of the First Report but revised them to bring them into conformity with the new conditions.

Fear Misconstruction • The Congressional nip-ups came because of strong feelings among some lawmakers that FCC does not have the power to authorize toll tv and also the fear that authorization of tests might be considered a foot-in-the-door for the establishment of pay tv.

Two outspoken critics of the House committee's resolution were Rep. John B. Bennett (R-Mich.) and Rep. Robert W. Hemphill (D-S.C.). Both expressed the fear that the committee's action might be construed as an endorsement of the principle of pay tv.

Rep. Hemphill protested the resolution on the floor of the House Thursday. He said test authorizations might open the door to permanent pay tv "and pay television will do away with the public service features of television." He said he is "fearful this would mean millions of sport fans would be denied in the future the privilege of looking at sports contests without added costs."

There are seven anti-pay tv bills pending in the House of Representatives, and one (by Sen. William Langer [R-N.D.]), in the Senate. Among the seven House measures is a joint resolution (H.J. Res. 130) by Rep. Harris which would bar pay tv except for "technical" tests.

In the 85th Congress there were two bills to bar outright toll tv.

These were by Sen. Strom Thurmond (D-S.C.) and Rep. Emanuel Celler (D-N.Y.).

House Hearings • In January 1958 the House Commerce Committee held hearings on pay tv and issued a resolution urging FCC not to grant pay tv test authorizations until Congress could act on the subject.

Last week's resolution by the bare majority of the same committee held that the Commission's Third Report

2-to-1 against

Residents of congressional districts in Ohio and California, according to polls by their congressmen, are 2-to-1 against a government-authorized test of pay tv.

Rep. John E. Henderson (R-Ohio) last week disclosed that 67.3% of the 5,000 voters answering his questionnaire do not believe the government should permit toll tests. Only 23.4% favored tests while 9.3% of the respondents were undecided.

Constituents of Rep. William S. Mailliard (R-Calif.) voted 62% against and 34% for pay tv tests, with 4% undecided. Both polls were taken within the past month.

was all right since it limited the tests for any pay tv system to a single city "which also would be so limited that they will not bring about the virtual establishment of a new subscription television service on some extended or permanent basis without the Congress having had an opportunity to consider whether or not to enact legislation to amend the Communications Act of 1934, as amended, to empower the Commission to grant, and to prescribe the conditions under which the Commission would have the power to grant, authorizations for such extended or permanent operations."

The committee said it had come to the conclusion that actual experience with test operations "considerably more limited than those contemplated by the Commission in its First Report" could be helpful to Congress.

Many of the 10 committee members who voted against the resolution insisted that their opposition stemmed from fear that the public might construe their action as endorsing pay tv.

Harris Replies • The criticism impelled Mr. Harris on Thursday to enter a defense of the committee's resolution.

He said that the Commission had "very materially" modified the conditions under which it proposed to authorize pay tv tests in 1957. Not only would the tests be limited to one per market—which limits it to only five cities, Mr. Harris said, but stations participating in the tests would be required to continue broadcasting free television as prescribed by the Commission's regulations (a minimum of 24 hours per week for stations two years old or older).

Mr. Harris summarized the committee's motives in adopting last week's resolution:

• It would seem unwise as a matter of principle to prevent tests of a new development "as long as the test operations themselves are not contrary to the public interest."

• The conditions prescribed by the FCC will so limit subscription tv test operation that "they will not bring about the virtual establishment of a new subscription television service on a permanent basis" before Congress has a chance to determine whether toll tv is in the public interest.

He continued:

"Under the limitations of the Third Report, the financial risk is placed where it belongs, namely, on the promoters of subscription television, and these promoters are on notice that there is no assurance that at the end of the test period of three years they will be granted authority for continued operation of subscription tv. On the contrary, the promoters are on notice that the Congress reserves to itself the right to determine whether or not to enact legislation to amend the Communications Act of 1934 as amended to empower the Commission to grant, and to prescribe the conditions under which the Commission would have the power to grant authorization for extended or permanent operations."

The committee chairman concluded by emphasizing: "There is no implication whatsoever in the Committee action that the Committee considers subscription television on a permanent basis to be in the public interest. . . ."

Mr. Harris told reporters that the question of wired subscription tv would be taken up by the committee as a separate matter.

The five pay tv systems are:

• Zenith Radio Co.'s Phonevision (using wire lines or over-the-air signals to decode the scrambled signal).

• International Telemeter's Telemeter (Paramount Pictures Inc.), which uses a coin box to decode.

• Skiatron Electronics Corp.'s SubscriberVision. Franchise for this is held by Skiatron of America Inc. (Matthew Fox). System uses a punch card to activate decoding mechanism.

• Teleglobe Pay Tv System. (transmits video signal unscrambled, audio signal via telephone lines for which charge is made).

• Blonder-Tongue Labs.' Bi-Tran. (uses ingenious dual picture transmission with key transmitted over telephone lines to displace free broadcast with pay picture).

A Zenith spokesman said the company had no comment at this time.

A spokesman in New York for International Telemeter said the company did not plan to comment immediately but wanted time to study the FCC announcement.

Similarly, Skiatron Electronics Corp. has no immediate plans to file an application. A spokesman said the company wanted to consider the Commission's directive before making any move.

Teleglobe's Solomon Sagall welcomed the decision and said the company is ready to participate in such tests and will announce detailed plans shortly.

An official of Blonder-Tongue Labs. said the company has no plans at present to apply, but added it may consider an application in the future.

KPTV (TV) owner files for Salem, Ore., ch. 3

Another episode in the fortunes of ch. 3 Salem, Ore., has begun, with George Haggarty, owner of KPTV (TV) Portland, filing with the FCC for the Salem facility. Just two weeks prior to Mr. Haggarty's application for ch. 3 the Commission decided that a tv station construction permit has "five lives only" and denied the bid of Oregon Radio Inc. for a sixth extension of time to construct KSLM-TV on ch. 3 (BROADCASTING, March 9). A few days later, the FCC deleted the outlet.

Mr. Haggarty purchased KPTV (TV) from Storer Broadcasting two years ago, for $1.89 million a few months after Storer had tried unsuccessfully to buy KSLM-TV. At the time, in 1956, the FCC turned down the Storer application for KSLM-TV on the maximum ownership issue (BROADCASTING, Nov. 19, 1956). Mr. Haggarty's attorney has stated that the KPTV owner intends to program some of the Portland stations shows on the Salem channel if he should receive the grant. A waiver of the duopoly rule will be necessary for the grant to be made.

KSLM-TV's sixth extension of time to construct on ch. 3 was originally recommended for a refusal by Hearing Examiner Charles J. Frederick early last year. Examiner Frederick concluded that "Oregon Radio has not been diligent in proceeding with construction of . . . KSLM-TV as authorized in its construction permit . . . [and] has not been prevented from completing the aforesaid construction by causes not under its control. . . ." FCC issued the initial permit for ch. 3 in Salem in the fall of 1953, with construction to be completed by spring of the following year.

Pay-tv stocks

The stocks of leading pay-tv companies were mixed last week following FCC's announcement that it was ready to accept applications for limited tests.

Zenith opened at 269½ and closed at 255¾ Monday, the day the decision was announced (at 5 p.m. after the New York Stock Exchange had closed). By the Exchange's closing on Tuesday, the stock had picked up to 261½ and at the closing Thursday was at 260¾.

Paramount Pictures, which owns International Telemeter, opened and closed at 50 on Monday, closed at 50 again Tuesday and dropped to 49½ by Thursday's closing.

On the American Stock Exchange, Skiatron opened at 7⅝ and closed at 7⅛ Monday, gained to 8 at Tuesday's closing and was up another point at the close on Thursday.

Senators give views on equal time issue

The FCC goofed in applying equal time laws to straight newscasts, the assistant majority leader of the Senate and a freshman Republican Senator told a meeting of the Washington, D. C., Chapter of American Women in Radio & Tv last week.

Both Sens. Mike Mansfield (D-Mont.) and Kenneth Keating (R-N.Y.) agreed that Congress should revise Sec. 315 of the Communications Act, which guarantees all political candidates equal time. The third member of a panel on "Broadcast Beefs in Brief," Sen. Hubert Humphrey (D-Minn.), stated that stations should be required to provide free time to political candidates.

He maintained that a station grant is an outright gift of valuable property and therefore the recipient should make its facilities available free to candidates.

All three senators agreed that the electronics media has become the one dominating factor in the success or failure of candidates today. "Without any question, I owe my ability to sit [in the Senate] to radio and tv," Sen. Keating said. "There is no medium which is as effective as radio-tv."

Sen. Mansfield said that radio-tv should place less emphasis on headlines and more on details in news coverage. A searching analysis is what the people want, he said, and recommended that more women commentators be used. "They will sound better that the rasping bombast . . ." now offered at times, he said.

Sen Humphrey also hit news shows which give only the headlines, calling it the "lazy man's way." Radio and tv's biggest sickness today is trying to be brief, he said. He criticized networks for "limiting" panel and public service shows to Sunday afternoons and felt they would do better in prime time periods than many commercials shows.

The outspoken Democrat recognized that the principal idea of networks is to make money and said that maybe Congress should consider the feasibility of enacting a gross profits tax, although he stated he was not recommending such a law.

Lillian Brown, radio-tv director of George Washington U., served as moderator. Patti Seabright, WTOP Washington program director, is president of the local AWRT chapter.

Tax aid bill offered

Industries fighting for their existence in public elections may deduct advertising expenses involved in such an election, if a bill (HR 5193) which has been introduced by Rep. Aime Forand (D-R. I.) becomes law.

The bill leaves intact Internal Revenue prohibitions against the deduction of "lobbying" and certain institutional advertisements. It does, however, overturn a Feb. 24 Supreme Court decision preventing alcoholic beverage distributors from deducting expenses in fighting dry referendums in two states.

HR 5193 states that "no expenditure which otherwise qualifies as an ordinary and necessary business expense" shall be disallowed if it involves advertising opposing or advocating "measures duly submitted to an electorate upon any issue affecting the business of the taxpayer." Rep. Forand is the second-ranking Democrat on the House Ways & Means Committee, which passes on all tax legislation.

Senatorial privilege • Ready to discuss "Broadcast Beefs in Brief" for the Washington chapter of American Women in Radio & Tv are (l to r) Sen. Kenneth Keating (R-N.Y.), moderator Lillian Brown, Sen. Hubert Humphrey (D-Minn.), AWRT Washington President Patti Seabright and Sen. Mike Mansfield (D-Mont.).

BOSTON WIND-UP
Choate testimony in over WHDH-TV protest

The FCC's ch. 5 rehearing record has been closed by Special Hearing Examiner Horace Stern.

Examiner Stern set April 20 for filing of proposed findings and conclusions and May 1 for oral arguments.

Entered in the hearing record was the entire testimony of Robert B. Choate, publisher of the *Boston Herald-Traveler*, made last year before the House Legislative Oversight Subcommittee. The *Herald-Traveler*, which owns WHDH-TV Boston on ch. 5 and WHDH-AM-FM, had objected to the Choate testimony being entered in the record for comparison with Mr. Choate's later testimony in the court-remanded rehearing (BROADCASTING, Feb. 23) on grounds the parties could have been questioned Mr. Choate on his earlier testimony during his appearance at the FCC hearing.

The ch. 5 case was reheard, on remand from the U. S. Court of Appeals for the District of Columbia, to determine the substance of allegations in testimony before the House Legislative Oversight Subcommittee of *ex parte* contacts. The hearing's purpose was to find if improper influences were used by applicants or if any FCC member who voted in the April 1957 grant to the *Herald-Traveler* should have disqualified himself. The court did not upset the grant itself.

Other applicants are Massachusetts Bay Telecasters Inc., Greater Boston Tv Corp. and Allen B. DuMont Labs. The *Boston Globe* is intervenor.

FCC offers amendment on 'ex parte' contacts

The FCC last week sent proposed legislation to Congress which would prohibit all types of *ex parte* contacts and acceptance of honorariums by commissioners.

The law now reads that no person who participated in preparing a case or appeared before the examiner may make any additional presentation without notice to all parties. The FCC proposal would broaden the act to prohibit any person from making or attempting to make presentations outside the record. The FCC already had announced that it favored the amendments.

Also, the Commission recommended that the requirement for sworn oaths be eliminated in applications for construction permits, licenses, modifications and renewals. Instead, the FCC favored a warning that "willful false statements" are subject to punishment under the criminal code.

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TEST SIGNAL KEYER
1008-A

The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync, or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

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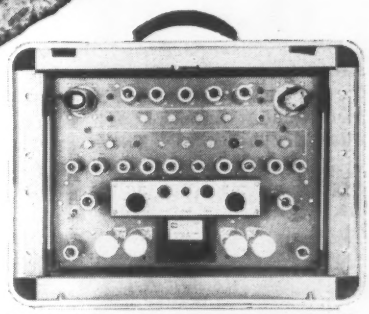
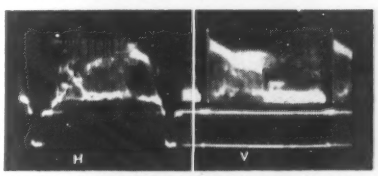


MODEL 1008A VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

Portable or standard rack mounting. Self-contained regulated power supply.

Video picture with multiburst test signal inserted, as seen on picture monitor.



Test signal is thin line between frames. All test signals can be transmitted during vertical blanking portion of video signal.

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Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite sync. Variable duty cycle. Regulated power supply. 12¼" standard rack mounting or in carrying case. Integrates with above model 1008-A Test Signal Keyer.

1043-DR VERTICAL INTERVAL DELETER-ADDER

Integrates with model 1008-A to recognize incoming test signals. Deletes incoming test signals and/or adds new test signals.

HIGH COURT HEARS SEC. 315

Farmers Union $150,000 libel suit against WDAY draws full interest

The contention that Sec. 315 of the Communications Act does not confer immunity on radio and television stations against libel suits was argued before the U. S. Supreme Court last Monday (March 23).

Counsel for WDAY-TV Fargo, N.D., and for the NAB urged that the court find that the equal time provisions make broadcasters immune to suits for defamation.

Or, Douglas A. Anello, NAB chief attorney argued, Sec. 315 must be found unconstitutional. Without immunity, he maintained, the section deprives the broadcaster of due process.

"It is unconscionable," he stated, "that Congress force a broadcaster to put on a candidate and prohibit any editing of his speech and then permit the station to suffer a penalty for so doing."

Defamation Charged • At issue is the $150,000 libel suit brought by the Farmers Union against WDAY Inc. The Farmers Union charges it was defamed by A.C. Townley, a splinter candidate in the 1956 senatorial campaign in North Dakota. Mr. Townley accused the Farmers Union with being communist dominated and the Republican and Democratic senatorial candidates (Sen. Milton R. Young and now Rep. Quentin Burdick) being lackeys of the Farmers Union.

A state district judge dismissed the suit on the ground that Sec. 315 conferred immunity on the station. Last year the North Dakota Supreme Court upheld this dismissal.

Sec. 315 or its equivalent has been a part of federal radio regulation since 1927. It requires a station, once it has permitted its facilities to be used by one candidate, to offer equal opportunities to all other candidates for the same office. The rule also forbids a station from censoring a candidate's speech.

A key point in the argument was the FCC's 1948 Port Huron decision. In this the Commission held that the no-censorship provision of Sec. 315 was absolute, and consequently a broadcaster could not be sued for libel.

Questions by the Court • Questions from the Supreme Court justices covered such points as:

• Whether Congress has the right to force a broadcaster to carry a political speech.

• Whether Congress has the right to exempt broadcast stations from libel suits stemming from Sec. 315, since libel laws are a state function.

• Whether the no-censorship provision is absolute and how it agrees with the criminal code provision that no obscenity or profanity may be broadcast.

• Whether the various libel laws permit a broadcaster to claim that he was forced to broadcast a libel and whether this may not be a defense.

The questions, which came from almost all members of the high tribunal, were asked mostly by Justices Felix Frankfurter, Hugo L. Black, John M. Harlan, Charles Evans Whittaker and Potter Stewart.

Edward S. Greenbaum, attorney for the Farmers Union, raised three points. He questioned whether Sec. 315 conferred immunity on broadcasters. He doubted that such immunity applied to third parties (the Farmers Union, he declared, not being a candidate did not even have the right to ask for equal time). And, he noted, Sec. 414 of the Communications Act states that nothing in the Act shall conflict with common law rights or those granted by statute.

Congress has been asked 16 times to revise Sec. 315 to protect broadcasters from libel suits and has not done so, Mr. Greenbaum declared. This means, he contended, that Congress intended that state libel laws should apply.

He asked the court to rule that stations have the right to delete libelous statements or defamation, just as they have the right, he argued, to delete obscenity or profanity.

If this is not done, he stated, "any irresponsible" person can secure broadcast time and utter "reckless and libelous" statements.

Unfair to Third Parties • He called the argument that Sec. 315 confers immunity an "extreme" interpretation, unfair to third parties who are defamed but have no right to ask for equal time. Such a ruling, he speculated, might open the door "to future Hitlers and Stalins."

Harold W. Bangart, representing WDAY Inc., related that when the Townley script was submitted to the station, the candidate was told it contained libelous material. When he refused to delete these statements, the station asked Mr. Townley to submit his demand for equal time in writing. It then filmed his speech (to obviate the dangers of ad libs) and broadcast it once.

Mr. Bangart stressed that libel laws applicable to newspapers and magazines cannot be extended to cover radio and tv. Newspapers and magazines are not licensed, he said; broadcasters are.

He urged that the court rule that Sec. 315 implied immunity from libel liability in the light of the no censorship stricture in the regulation.

NAB's Mr. Anello made these points:

• Sec. 315 forces a station to provide its facilities to all candidates as soon as it permits one candidate to use its air time.

• Sec. 315 forbids censorship.

• FCC rulings have maintained that no censorship means just that; it is absolute and a station may not even delete obscenity or profanity notwithstanding the criminal code regulation.

• FCC rulings have pronounced stations immune to libel damages for remarks made by candidates appearing on the station under Sec. 315.

• Congress has acquiesced in the FCC rulings by not taking any action to confer immunity on stations.

Sue the Candidate • A person who is libeled by a political candidate, Mr. Anello pointed out, does have a remedy. He can sue the candidate.

Mr. Anello emphasized that the court could agree that a station cannot be sued for libel because of the no-censorship provision. Or, he added, Sec. 315 could be declared unconstitutional.

This would not be a bad solution, Mr. Anello stated, because the free competitive forces of the 4,800 broadcast stations would ensure fairness. This is three times the number of daily

'Nuff said

Enough is enough, says FCC Chief Hearing Examiner James D. Cunningham. He has lowered the boom on FCC litigants' practice of filing endless pleadings, responses, answers, rebuttals, surrebuttals, etc.—all of which add up to "multifarious and repetitive" pleadings that are unnecessary. In a memorandum opinion and order, Mr. Cunningham rejected a petition by Coral Television Corp. to strike a portion of a reply by South Florida Amusement Co. to an opposition by Coral to a South Florida motion to investigate Coral's financial qualifications and antenna site proposal in the Miami ch. 6 case. Mr. Cunningham pointed out that the initial round of motions and replies put the question, and further prolix pleadings were unnecessary. Other applicants in the case are WITV (TV) Miami (ch. 17) and Publix Television Corp.

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newspapers, he observed, and they are unregulated.

Rebuttal argument was made by Harriet F. Pilpel of Mr. Greenbaum's office. She contended that stations should not be blanketed with immunity for libel since they have means of protecting themselves: (1) by refusing to permit any candidate to use their facilities, (2) by requiring candidates to take out bond to cover any damage suits and (3) by taking out libel insurance.

Tv libel precedent set by N.Y. court

Televised defamatory remarks should be governed by libel laws rather than slander laws in New York state, it has been decided as a legal precedent established in the $1.1 million libel suit by restaurateur Toots Shor against his midtown business rival Sherman Billingsley of the Stork Club.

Mr. Shor, who charged Mr. Billingsley with libel, slander and defamation of character, dropped the suit March 18 in an out-of-court settlement on payment of $48,500 by the Seaboard Surety Co., New York, which had issued a policy protecting Mr. Billingsley in suits developing from his tv shows.

The New York Supreme Court, after hearing Mr. Shor's lawyers argue the distinctions between libel and slander, held that because of television's capacity to do harm, as the impact of a written statement, a televised verbal utterance should be governed by the laws of libel. The case grew out of ad lib remarks by Mr. Billingsley during his *Stork Club* program on ABC-TV May 8, 1955.

Co-op ad tax affirmed

The Treasury Dept. last week reiterated its stand that all money charged by a manufacturer to a purchaser of his product (exclusive of transportation)—whether or not some of the price is diverted into co-op advertising—is subject to the federal manufacturers' excise tax, where applicable. Such additional costs must therefore be added to the total cost of the product to arrive at the base price for excise tax purposes, the Treasury said.

The Treasury took this position in a letter to Chairman Wilbur D. Mills (D-Ark.) of the House Ways & Means Committee, holding to its December ruling, which became effective Feb. 1.

Rep. LeRoy Anderson (D-Mont.) introduced a bill (HR 5594) to reverse the Internal Revenue ruling. However, spokesmen for the House Ways & Means Committee, to which the bill was referred, have announced that the committee contemplates no action on the measure.

Hill pressure charged in Peoria court case

Charges of Capitol Hill influence were aired last week in argument before the U.S. Court of Appeals in Washington on the Peoria, Ill., deintermixture case. WIRL-TV Peoria (ch. 25), which lost ch. 8 when it was shifted to Moline, Ill., alleged that Sen. Robert S. Kerr (D-Okla.), who controls WEEK-TV Peoria (ch. 43), brought pressure against the FCC for the deintermixture and was helped by Sens. A.S. Mike Monroney (D-Okla.) and Warren G. Magnuson (D-Wash.), member and chairman, respectively, of the Senate Commerce Committee.

The court is reconsidering its March 27, 1958, affirmation of the FCC deintermixture action on order from the U.S. Supreme Court, which remanded both the Peoria and Springfield, Ill., deintermixture cases Oct. 20, 1958, in the light of testimony last year before the House Legislative Oversight Subcommittee of *ex parte* representations in the Springfield case. The Springfield case was argued the previous week (BROADCASTING, March 23).

The FCC, backed by the Justice Dept., held last week that the Supreme Court remanded the Peoria case only because of its physical relationship to the Springfield deintermixture case. Since no allegations of *ex parte* influence were made in the Peoria case, said the FCC, the High Court merely intended that the Peoria case be held in abeyance by the lower court until final disposition of the Springfield case; i.e., should the FCC decide not to go through with the Peoria deintermixture, it also will have a chance to cancel the Springfield deintermixture action, both markets being in the same general area. Ch. 2 had been moved from Springfield to St. Louis at the same time Peoria was deintermixed, leaving both of the Illinois cities all-uhf.

Charges Already Heard • The FCC and intervenor WEEK-TV both stressed that the appeals court already had heard WIRL-TV's charges of Capitol Hill pressure. Also supporting the FCC was WTVH (TV) Peoria (ch. 19), one of the first outlets to ask for deintermixture in Peoria. WMBD-TV Peoria (ch. 31) asked the court not to take any action adverse to its own interests as a uhf outlet.

WIRL-TV's influence charges were that WEEK-TV, controlled by Sen. Kerr, filed petitions asking for deintermixture; that Sen. Monroney once questioned former FCC Chairman George C. McConnaughey in a committee hearing about the need for deintermixed (uhf or vhf) areas; that Sen. Magnuson wrote the FCC chairman approving an FCC decision to order WIRL-TV to delay starting construction (for ch. 8) at Peoria.

The Magnuson letter, made public at the time it was written in August 1956, urged the Commission to take steps to reverse the trend toward deintermixture. "It appears to me that the Commission should take no steps to permit introduction of first or second vhf service in areas which now have operating uhf stations," Sen. Magnuson wrote. The letter again was released to newsmen last week following the WIRL-TV charge.

Sen. Kerr said last week he has repeatedly criticized the Republicans and it's unthinkable that he unduly influenced the GOP-controlled FCC or that it unduly favored him. He noted that not only WEEK-TV but all the parties submitted petitions.

Sen. Monroney said he had never talked to Sen. Kerr about the Peoria case and was not exactly familiar with the situation there until last week. He acknowledged questioning the former FCC chairman generally about deintermixture.

FCC general counsel office is expanded

The FCC's office of the general counsel has been expanded with the creation of three new divisions, each headed by an assistant general counsel, according to John Fitzgerald, general counsel.

A new administrative law and treaties division will be headed by Charles Escola, legal specialist in the general counsel's office and former acting general counsel for the Kansas Public Utilities Commission.

A new regulatory division will be headed by Dee W. Pincock, who has been legal assistant to Comr. Rosel H. Hyde. This division will handle rules and regulations and allocations enforcement.

A new title of assistant to the general counsel goes to Hilburt (Bud) Schlosberg, who has been at the FCC two months and formerly held supervisory positions in the Housing & Home Finance Agency general counsel's office. Mr. Schlosberg will handle special assignments for Mr. Fitzgerald and Associate General Counsel Edgar Holtz.

Charles Smoot will head the legislative division, which formerly also handled rules, allocations and treaties work.

Rounding out the general counsel's office is Max Paglin, recently appointed assistant general counsel for litigation.

Access bill condemned by bar group in NYC

The state legislation committee of the Assn. of the Bar of the City of New York has made public its opposition to a bill before the New York State Legislature that would relax the ban against radio-tv-motion picture coverage of any court or administrative agency proceeding.

The committee said adoption of the bill "may serve to impede the orderly administration of justice" and that it runs contrary to the American Bar Assn.'s Canon of Judicial Ethics. The committee also pointed out that the bill contains no provision for permission of coverage by the accused in criminal cases or witnesses in civil actions or government committee hearings.

The bill is now in the Senate Codes and Assembly Judiciary Committees. Introduced by State Sen. F. Ogden Bush (R-Walton) and Assemblyman Charles D. Henderson (R-Hornell), the bill would permit the use of cameras and microphones if the presiding judge or committee chairman gave his consent.

News privilege bills

The American Civil Liberties Union has announced that none of the proposed bills in the New York state legislature designed to establish a "reporter's privilege" was satisfactory. The bills followed the brief jailing in January of Marie Torre, tv columnist for the *New York Herald Tribune*, for refusing to identify the source of an item in her column. ACLU said that after a 15-month study it had found no solution to conflicts between freedom of the press and due process of law, arising from a reporter's refusal to disclose confidential sources of information.

News source guards

Further legislation to safeguard news sources of reporters for broadcast and print media has been introduced in the Illinois State Legislature, supplementing similar bills on news source protection.

Rep. Michael Zlutnik (D-Chicago) offered the newest measure, contending radio, tv and newspaper reporters should enjoy the same relationship with their sources as that between lawyers and clients or doctors and their patients.

• Government notes

• The House Tuesday (March 24) passed a supplemental appropriation bill for fiscal 1959, ending June 30,

Another thriller-diller from WJRT—

"Did I goof, Chief?"

"Afraid so, Ponsonby. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."

Whooosh! On the wings of a Grade "A" or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan's *other* big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

which earmarks an additional $700,200 for the FCC. The money, $78,000 less than requested by the White House, is earmarked exclusively for salary increases voted since 1959 appropriations were approved by Congress.

• KMSP-TV Minneapolis, Minn., was granted a renewal of its licenses by the FCC on March 25, without prejudice to action the Commission may later take in the light of two factors. The first of these is the outcome of court cases involving National Telefilm Assoc., which became part of National Theatres Inc. in an $11 million stock exchange (BROADCASTING, Feb. 23). The second factor involves the results of the FCC network studies, now underway. The court suits, one brought by the U.S. and other private litigation, include issues of compulsory block-booking of films for tv and restrictive contract time covenants.

• Gross' Telecasting Inc., operating WJIM-AM-TV Lansing, Mich., was ordered March 26 by the National Labor Relations Board not to interfere with employes in connection with union activities. The company had entered into a stipulation last Jan. 21 with National Assn. of Broadcast Employes & Technicians in regard to labor organization activities. NLRB also ordered placement of Daniel Hefler on a preferential employment list as a parttime employe and payment to him of $151.61 loss suffered because of his layoff.

• Western Broadcasting Corp. of Puerto Rico won an initial decision for ch. 12 Aguadilla from FCC Hearing Examiner Millard F. French on March 26. Western Broadcasting is owned equally by Hector Reichard, Winston-Salem Broadcasting Corp. and a partnership composed of Jose A. Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta. The latter partnership originally had applied for ch. 12 as did Abacoa Radio Corp. (Manuel Pirallo), which was to withdraw from the contest for out-of-pocket expenses (BROADCASTING Feb. 9).

• Westinghouse Broadcasting Co. and Lar Daly, both holding highly divergent views on the FCC's Feb. 19 ruling which required Chicago tv stations to give tv time to Mr. Daly under Sec. 315, were permitted by the FCC last week to wait until April 17 to file their comments. WBC, which feels the FCC ruling was inconsistent with precedent and was not supported by congressional intent or in accord with the First Amendment (free speech, press), said it didn't have enough time to prepare.

• Members of Congress and the country's newspapers continued to dwell last week on the FCC's equal time ruling in the Lar Daly case (BROADCASTING, March 23, et seq.). Rep. Glenn Cunningham (R-Neb.), who introduced a bill exempting newscasts from Sec. 315 of the Communications Act, Rep. William G. Bray (R-Ind.) and Sen. Alexander Wiley (R-Wis.) all placed editorials criticizing the Commission's action in the *Congressional Record*.

• Agreements between the American Federation of Musicians and four giant record manufacturers setting up and administering the Music Performance Trust Funds have been sustained in the U.S. District Court for the Southern District of New York. Judge Edward T. Gignoux dismissed suits brought by minority stockholders of Columbia, Decca, MGM and Victor charging the agreements were illegal under the Taft-Hartley Act. The AFM and the recording firms in 1948 set up the trust funds, which to date have collected $30 million in payments based on volume of record sales. The money is used to employ musicians in free public performances.

Greenlight for funds

The Senate has approved S Res 27 providing $225,000 for the 1959 activities of its Interstate & Foreign Commerce Committee. The resolution includes a provision authorizing the committee, headed by Sen. Warren Magnuson (D-Wash.), to continue its tv investigations.

• Rep. James H. Morrison (D-La.) has introduced HR 5254 to prohibit pay tv. It is the seventh such measure introduced in the House during the 86th Congress, all of which have been referred to the Commerce Committee. The committee, which during 1958 received over 250,000 pieces of mail "99 44/100%" against pay tv, still has a heavy influx of anti-toll mail. Three full mail bags came in on one day last week.

• A radio personality was arrested last week as part of a U.S.-Canadian ring of alleged swindlers in newspaper crossword puzzle contests. Fitzgerald Beaver, identified by the FBI as a d.j. at KWJJ Portland, Ore., and part owner of the Bop City Record Shop that city, won a $1,700 *Portland Oregonian* contest late last year as part of the alleged fraud. Mr. Beaver, said the FBI, at times was know as "Eager" Beaver.

• The FCC has granted eight translators to Minneonto Television Inc. The stations will serve Virginia, Orr, Kabetogama and International Falls, all Minnesota, with programs from ch. 3 KDAL-TV Duluth, Minn., and ch. 6 WDSM-TV Superior, Wis. The grants are conditioned on Minneonto Television cancelling its construction permit for ch. 11 KIFS (TV) International Falls before constructing the translators.

• Tucumcari Television Co. was turned down in its bid for a tv translator on ch. 70 San Jon, N.M., in an initial decision by FCC Hearing Examiner H. Gifford Irion March 24. Among the reasons for Mr. Irion's refusal recommendation were ones involving unauthorized operation of the station and the "primary purpose" for its existence. The facility was to be used to translate programs of ch. 10 KFDA-TV Amarillo, Tex., although the operation would probably also have been used in connection with Tucumcari's community antenna system in Tucumcari, N.M., according to the initial decision.

• After being granted three extensions of time on its 1956 construction permit, ch. 5 KDSJ-TV Deadwood, S.D., was advised by the FCC on March 25 that unless it requests a hearing within 30 days its fourth application for an extension of time to construct will be dismissed and the permit will be canceled. The FCC noted that any hearing concerning the station would have to include a KDSJ-TV application for modification of its construction permit. The Commission said KDSJ-TV had not been diligent with construction and that questions have been raised concerning the station's financial and technical qualifications.

• Prompted by a petition by the Joint Council on Education Television, the FCC on March 26 invited comments by April 30 on whether to assign ch. 10 to Appleton, Minn., for educational use. Appleton has no current tv channel allocation, it was noted, and the proposed assignment would require no other changes in the present tv assignment table. JCET conceives of the Appleton educational outlet as a link in a planned tv network in five states.

• The Senate Commerce Committee has released "no comment" statements from the Justice Dept. and FCC on a bill introduced in the 85th Congress to prohibit radio-tv stations from owning stock in BMI. Sen. John Pastore (D-R.I.), chairman of the Communications Subcommittee which held lengthy hearings on the bill, had asked the federal agencies for comment. Justice stated that matters brought out in the hearing "will be carefully considered in connection with this department's study of the music publishing field." The bill, sponsored by Sen. George Smathers (D-Fla.), has not been re-introduced in 86th Congress.

MORE TIME FOR ASCAP TALKS

Court deadlines new agreement at May 31

Time for the All-Industry Radio Music License Committee and officials of ASCAP to work out a new license agreement has been officially extended to May 31, under a court order reported last week to stations supporting the All-Industry group.

During this period, the order provides, the stations will continue to pay ASCAP according to rates under the old licenses, which expired Dec. 31. When a new agreement is reached or rates fixed by the court, these interim fees will be adjusted retroactively.

In a report last week to stations supporting the All-Industry committee, Chairman Robert T. Mason, of WMRN Marion, Ohio, noted that negotiations were renewed March 4 at the court hearing on an ASCAP motion for interim fees (BROADCASTING, March 9). He said "substantial progress" was made toward settlement of the negotiations, and that "in order to enable the parties to continue negotiations for a period of approximately 90 days, we agreed to the entry of an order relating to the interim fees."

Negotiating on 9% • Earlier, in a report during the NAB convention, Mr. Mason had told broadcasters that in the negotiations a recommendation was being considered that would result in a 9% reduction in radio station payments, as compared to the old licenses (BROADCASTING, March 23). Presumably one part of the current talks centers around a formula for achieving such a reduction.

Mr. Mason said in his letter last week that while substantial progress has been made, "this does not mean that all issues have been resolved." What it does mean, he said, is "that the possibilities of negotiating a settlement acceptable to the industry are much better today than they were a month ago."

Under terms of the court order, stations must pay their interim fees for January and February not later than April 10, and for each subsequent month on the 20th of the following month. Stations operating under blanket licenses may elect to pay interim fees on a per program basis as provided under the old licenses—and vice versa—but must notify ASCAP of their choices by mail by April 10.

Washington Stations Excepted • One feature of the order, signed by Judge Sylvester J. Ryan of the U.S. Court for the Southern District of New York, provides that it "shall not be construed as directing [ASCAP] to issue interim licenses to radio stations located in the State of Washington. . . ."

This relates to a Washington law on copyrighted works which requires complex filing procedures. Both ASCAP and BMI authorities have said it makes their operation in that state extremely difficult if not impossible. For instance, one requirement is that performing rights societies file every year a complete list of their copyrighted works, prices for their use, the date each work was copyrighted, the name of the author, the date it was assigned, the names of the publisher and the present owner, and the addresses of "all partners who have at any time had any interest in such copyrighted work."

The order specifically mentioned nine Washington stations, all seeking new licenses, to whom ASCAP was not required to issue interim licenses. They are KING-AM-FM and KIRO-AM-FM in Seattle, KITI Chehalis, KITN Olympia, KOMO Seattle, KREM-AM-FM Spokane, KREW Sunnyside, KTNT-AM-FM Tacoma, and KXA Seattle.

The stations to whom ASCAP was required to issue interim licenses under the order included both the approximately 685 stations supporting the All-Industry committee and more than 110 others who have asked ASCAP for new licenses but are not doing so through the committee. The provision regarding Washington stations may be reversed in the final order.

Film money embargoed

A temporary restraining order, enjoining Hal Roach Studios, Passing Parade Films, Scranton Corp. and Guild Films from disbursing any monies collected from the *Telephone Time* tv series and from transferring the series or any of its episodes, has been issued by Judge Ellsworth Meyer of the Los Angeles Superior Court. At the same time, Judge Meyer ordered those named to show cause why a receiver should not be appointed for the series and set a hearing for today (March 30). Jerry Stagg, who produced the *Telephone Time* series at Hal Roach Studios, is suing the defendants for $635,000 in damages, charging fraud and conspiracy (BROADCASTING, Feb. 23). An amended complaint filed March 20 adds W-R Corp., Pathe Labs, A. J. Armstrong Co., Reldan Trading Corp. and Alexander Guterma, one-time board chairman of Hal Roach Studios, to the original list of defendants, which also included Hal Roach Jr., president of the studios.

Market for good tv

David Susskind assured an audience at the Academy of Television Arts & Sciences forum in New York Wednesday (March 25) that sponsors can be understanding, sensitive people who will buy quality programming if given the opportunity. He said if they are shown only "junk" from which to choose, they have to choose junk.

Drawing from his own experience as producer of live tv drama, Mr. Susskind pointed out that when he has gone directly to the sponsors, they have been interested in presenting artistic works. Greatest resistance comes, he asserted, from their agencies.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

March 30-April 3 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

March 30-April 3 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

March 30 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson.

March 31 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

April 1 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

April 1 (9-9:30 p.m.) **Kraft Music Hall**, Kraft through J. Walter Thompson.

April 2 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

April 2 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.

April 3 (7:30-8 p.m.) **Northwest Passage**, sustaining.

April 3 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

April 4 (8-9 p.m.) **Perry Como Show**, participating sponsors.

April 5 (7:30-8:30 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt, Mutual of Omaha through Bozell & Jacobs and duPont through BBDO.

April 5 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

April 6-10 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

April 6-10 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

April 6 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson.

April 7 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

April 8 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

April 8 (9-9:30 p.m.) **Kraft Music Hall**, Kraft through J. Walter Thompson.

Not so taxing anymore

That hoary American institution and source of inspiration for cartoonists and bored news photographers—long lines of citizens at the taxpaying window around April 15—is now a part of the past, mostly because of a free assist from television and radio.

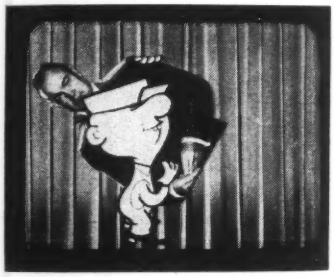
The Internal Revenue Service sums it up that way in noting, since it began leaning heavily on the two media, a hefty reduction not only in late or erroneous income tax returns but also in high-priced government manpower.

The IRS formula: messages to the taxpaying tv and radio audience from Feb. 1 to April 1 which emphasize the advantages of early filing, point out the most common errors and omissions by taxpayers in making their returns and relay special local telephone numbers where IRS tax experts can give advice in filling out forms or on individual tax problems.

More than ever aware of the potency of tv and radio in helping to get its big job done, Internal Revenue this year has made greater obeisance to the two media with filmed tv spots featuring Hollywood radio-tv and motion picture personalities, IRS Commissioner Dana Latham and an animated "John Q. Taxpayer" in a variety of taxpaying situations lightened with humor.

Seven tv spots feature Bob Hope, Bing Crosby, Fess Parker, Robert Taylor, Anthony Quinn, Lloyd Nolan and Ann Blythe. These and three featuring Comr. Latham are 60 seconds each and were produced for IRS under contract with Paramount Studios. The animated tv films were produced for IRS by Milner Productions, Baltimore, and include three of 60 seconds, one of 20 seconds and two or three of 10 seconds. Another 20-second spot features various "guide" booklets available from IRS.

NBC-TV has ordered five of the Hollywood spots and all the animated films; CBS-TV is using four of the Hollywood spots and all the animations, and ABC-TV has requested all the films, plus a special 60-second spot featuring Comr. Latham for use on John Daly's news show. IRS has sent 250 prints each of the films to its nine regional, 64 district and some 900 local offices for distribution to local tv stations.



Animation to live • A cardboard cutout of Bob Hope combined with an animated stagehand was developed and produced for Internal Revenue Service by Milner Productions, Baltimore. The animated character walks on camera with the cutout, sets it down and walks off camera as the cutout comes alive and Mr. Hope delivers the IRS public service message to taxpayers (produced by Paramount).

The films are used by stations as spots or as inserts in half-hour or one-hour live programs arranged between stations and local IRS officials on tax problems. There are such programs on stations in about 20 to 25 large cities, usually on Sunday afternoons, an average of once a month during the Feb. 1-April 1 period. They feature station personalities and tax experts who answer telephone inquiries on tax problems.

In radio, IRS has prepared six 60-second discs each of messages by Comr. Latham for CBS Radio and NBC Radio and is producing six quarter-hour question-and-answer programs for Mutual featuring MBS' Robert Hurleigh and IRS tax expert Wade Hobbs. Taxpayer assistance kits containing announcement scripts on various tax problems are forwarded to IRS offices for distribution to local radio stations.

'Time' on tv westerns

A feature story about television without the critical hammering that tv has come to expect from print media is published in the current (March 30) issue of *Time*.

It's a cover story on westerns, and while it points up their number, it stresses their popular appeal and notes that they have given the public "some of the most exciting new faces—and figures—that U.S. show business has produced in many a year."

The piece is not free of criticism or subtle digs. For example: "A great many of the shows have shoddy plots, ludicrous situations," and are filmed under such conditions that "it hardly seems the sort of climate in which creativity could flourish and the legend grow." But it's not the slugging attack typified by articles a few months ago in two of *Time's* associate publications, *Fortune* and *Life* among other magazines. "Despite all its vulgar errors and commercial excrescences," *Time* concludes, "Television has given the western story, the youngest and most prodigiously alive and kicking of the world's mythologies, a fresh chance to express itself, and to change with the times. . . . In its finest expressions [the western] is an allegory of freedom, a memory and a vision of the deepest meaning of America."

More western realism

John A. Millington, adviser-story consultant to producers of tv westerns, predicts there will be "a big improvement" in the authenticity of westerns.

Speaking as public relations director of Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn., Mr. Millington told the National Rifle Assn. convention in Washington that California producers "are devoting more time to production. They are getting better materials, better writers, spending more money, doing more research and are getting more authentic stories."

Trust fund case heard

The suit of Hollywood musicians to have pay increases for phonograph recordings negotiated by American Federation of Musicians paid the musicians instead of to the Music Performance Trust Funds went to trial Thursday (March 26) before Judge Clarence L. Kincaid of the Los Angeles Superior Court. Action concerns the $1.8 million due as trust fund payments by the phonograph record companies but impounded by court order in Citizens National Bank, Los Angeles. Earlier in the week, Judge Kincaid refused to reconsider his ruling that the plaintiff musicians, members of AFM's Hollywood Local 47, cannot sue AFM for damages and his dismissal of their action against AFM (BROADCASTING, March 16).

Attorneys Harold A. Fendler and Daniel A. Weber for the plaintiffs have deferred their appeal of Judge Kincaid's ruling until the conclusion of the remaining action. It was explained that the plaintiffs want their action in the California courts to be tried before a suit of Samuel R. Rosenbaum, trustee of the trust funds, against musicians and employers in N.Y., comes to trial there.

'Today' in Paris to be shown on tape

NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EST) will originate from Paris via video-tape during the week of April 27-May 1, it was announced last week by Jerry A. Danzig, NBC-TV vice president of participating programs.

Mr. Danzig told a news conference in New York that five programs would be produced in Paris, using the facilities of the recently-formed Intercontinental Television, and involving a 15-ton, 35-foot, mobile video-tape unit.

Dave Garroway, star of *Today*, and regulars Jack Lescoulie and Charles Van Doren will make up the permanent cast in Paris, while Frank Blair will remain in New York to handle the news in live inserts. As each two-hour tape is completed, it will be flown back to New York for airing on the subsequent day.

Intercontinental Television, which was organized to provide U.S. producers with taped programs from abroad, already has shipped to Paris a tape unit containing three RCA tv cameras, two tape recorders, special audio and power facilities. The unit's cost was reported at more than $300,000.

Mr. Danzig estimated that taping the programs will cost about half the amount of filming them and would give a "needed spontaneity and the life-like quality that would be missing with film."

The "Today" project is the first in which Intercontinental Television is involved but David Lown, president, reported the company has signed contracts to service programs for Don Fedderson in Paris, Geneva and Rome; Elsa Maxwell in Nice and Cannes, and Arthur Godfrey in Dublin and London.

NAFBRAT honors to CBS-TV, Murrow

CBS-TV's *New York Philharmonic With Leonard Bernstein* has won Program of the Year honors in the National Assn. for Better Radio & Television seventh annual awards. Edward R. Murrow of CBS was named Man of the Year for his "courageous and clear speech to the Radio & Tv News Directors Assn."

Complete list of winners for programs broadcast in 1958:

Television • Drama—*Hallmark Hall of Fame* (NBC); Comedy—*Lucille Ball-Desi Arnaz* (CBS); Americana—*Real McCoys* (ABC); Adventure and travel—*Bold Journey* (ABC); Family situation—*Father Knows Best* (CBS); Education — *Continental Classroom* (NBC); News—*Chet Huntley Reporting* (NBC); Interviews—*Small World* (CBS); Variety music—*Dinah Shore* (NBC); Classical music—*New York Philharmonic With Leonard Bernstein;* Quiz program—*What's My Line* (CBS); Public service—*NBC Kaleidoscope;* Children's program—*Captain Kangaroo* (CBS); Teenagers' program—*Youth Wants to Know* (NBC); Best new program—*Small World* (CBS).

Radio • Entertainment — *Family Theatre* (MBS); News—Erwin Canham (ABC); Education and information—*Invitation to Learning* (CBS); Popular music—*Bandstand* (NBC); Classical music—*Metropolitan Opera* (CBS); Children's program—*Story Princess* (MBS); Teenagers' program—*Symphonies for Youth* (MBS); Agriculture program—*National Farm & Home Hour* (NBC); Public service—*U.N. Programs;* Best new program—*Hidden Revolution* (CBS).

4-month residuals

Residual fees for tv filmed programs collected by Screen Actors Guild and distributed to members in the four-month period, Nov. 1, 1958, to Feb. 28, 1959, totaled $1,189,905, John L. Dales, SAG national executive secretary, reported last week. The total of residuals to date is $8,691,758, not including fees for tv use of post-'48 theatrical films nor use payments on tv commercials. Residuals to actors on tv

Draws pelt-line

Furs are furs, whether worn as a coat or stole or as part of a dress or sweater, the Screen Extras Guild has announced. This means, SEG explained, that producers of films for tv or theatre are going to have to pay girls with fur-trimmed suits and sweaters the dress extra rate of $29.04 per eight-hour day, rather than the general extra rate of $22.05.

"The modern style of trimming all sorts of clothes with fur has gotten our women extra players in a tizzy and is tricking them into violating the SEG contract by wearing furs when they're not being paid for furs," Jeffrey Sayre, SEG president, explained. "We are notifying all women members of the Guild that when going on an interview or reporting for work on a call requiring 'smart, modern street clothes,' they must not wear fur-trimmed clothes unless the producer is willing to pay the dress extra rate."

KNOCKOUT

says Jim Allen, Sales Manager

WBZ-TV

BOSTON

The POPEYE tidal wave has hit Boston and swamped the competition. "POPEYE'S an absolute knockout," writes WBZ-TV Sales Manager, Jim Allen.

"Wherever we place him, POPEYE carries off top rating honors and builds strong audience following. We run POPEYE daily at 5 P.M., Sunday evening at 6 P.M., and six days per week on our Big Brother show. His ratings are more than 50% higher than even such network standouts as American Bandstand."

WBZ-TV proves there's no such thing as "over-exposure" for POPEYE. Many stations have been running him for years with complete sponsor sell-outs.

Why not cut your station a big slice of top-ratings and sponsor backing with reliable, irresistible POPEYE?

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

shows are running at the rate of $3.5 million a year, 33% above last year's rate, and these payments "now constitute a most significant portion of actors' earnings in television," according to SAG. Under the standard SAG contracts, the actor's original salary covers the making of a tv film and its first run, with residual fees for all subsequent broadcasts.

Stockholder show

A stockholders' meeting is coming to network radio.

American Machine & Foundry Co. has arranged to record its annual gathering at the Roosevelt Hotel, New York, on April 21 and will present the highlights over NBC Radio that night, 9:35-10 p.m. NBC reports this to be the first such national broadcast. Agency for AMF is Cunningham & Walsh.

The company's purpose, as stated by board chairman Morehead Patterson, is to "contribute to a greater understanding of American business and encourage more active participation by everyone in corporate ownership."

Youngsters' etv shows

The National Educational Television & Radio Center, Ann Arbor, Mich., has announced it plans to conduct research and experimentation with children's educational tv programming.

The project, to cost about $250,000, calls for development of 105 new quarter-hour programs this year. A daily 15-minute children's strip currently furnished etv stations will be expanded to 30 minutes by 1961.

• Program notes

• *The Arthur Godfrey Show* on CBS-TV (Tues., 9-9:30 p.m. EST) will terminate with the May 12 program, Mr. Godfrey announced last Wednesday (March 25). His CBS-TV Monday through Friday *Arthur Godfrey Time* (10:30-11 a.m. EST) will continue as scheduled. Mr. Godfrey explained he would confine his broadcast activities to his daytime programs, except for an occasional guest appearance, until he takes over the *Person to Person* series in the fall. A replacement for the Tuesday night time spot has not been named.

• George Schaefer, producer and director of "Green Pastures" *(Hallmark Hall of Fame,* NBC-TV), and who has staged 28 plays and musicals for tv since 1953, on May 1 will form his own organization to produce tv plays, legitimate theatre productions and motion pictures. Mr. Schaefer's last tv assignment for this season will be the direction of the two-hour musical spectacular, *Meet Me in St. Louis,* set for April 26 on CBS-TV.

• Taking over *Kraft Music Hall* (NBC-TV Wed. 9-9:30 p.m.) for the summer season will be British tv comedian and recording star Dave King. Arrangements have been made through Perry Como's Roncom Productions Inc. and Mr. King's American tv debut will take place on the *Como Show* of April 4. He will then assume *Music Hall* command on May 20. J. Walter Thompson is the agency for Kraft Foods Div. of National Dairy Products Corp.

• CBS-TV, in an agreement with Samuel Goldwyn Productions, next month will start production of a new one-hour film series, *Barbary Coast,* at Goldwyn's Hollywood studios. The series, based on the 1937 motion picture of the same name, is tentatively scheduled for showing in the fall. It is based on characters created by Ben Hecht and Charles MacArthur.

• Interstate Television Corp., Allied Artists subsidiary, Tuesday (March 24) sent letters to Samuel Goldwyn Productions and Goodson-Todman Productions protesting their proposed use of "Barbary Coast" (see above) as name of forthcoming tv series. ITC pointed out that, in association with ABC-TV, it has completed the pilot for a series with the same title, produced by Ben Schwalb, directed by Tay Garnett and starring Larry Pennell.

• The National Council of Catholic Men has selected winners for its newly established Catholic Television Arts Awards to be presented at its Detroit convention April 1-5. They are Pulitzer Prize winning author Paul Horgan for his four part film series, "Rome Eternal," which appeared on NBC-TV's *Catholic Hour* (Sun., at varying intervals, 1:30-2 p.m.) in January 1958, and was rebroadcast last August; Msgr. John J. Dougherty, Immaculate Conception Seminary, Darlington, N.J., for contributions as advisor and in personal appearances on religious tv shows, and Andre Girard, French-born artist, for developing method of painting directly on film (BROADCASTING, March 23).

• ABC-TV buys *Top Pro Golf,* film series syndicated by Walter Schwimmer Inc. and owned by Glen Films, starting April 6 in 92 network stations, Mondays, 9:30-10 p.m. Program is spring-summer version of *All Star Golf,* now in second season on ABC-TV and slated for third (1959-60) with Reynolds Metals Co. and Miller Brewing Co. continuing as sponsors. Sponsor negotiations underway for summer series also to be seen in Canada, Hawaii, Japan and other "non-continental" U.S. markets.

• CBS-TV's western series, *Rawhide,* (Fri. 8-9 p.m. EST) to move to 7:30-8:30 p.m. period effective May 1. Moving in on former time will be return of *The Invisible Man* which is scheduled for the 8:30-9 segment.

• Pintoff Productions Corp., New York, has opened west coast studios for production of animated tv commercials, industrial films and theatrical motion pictures at 1515 Crossroads of the World, Hollywood.

• Sterling Television Co., N.Y., announces new sales of 52 half-hour *Abbott & Costello* films to WICC (TV) Pittsburgh; WFMY-TV Greensboro, N.C.; KVAR (TV) Phoenix; WMAL-TV Washington, D.C.; WCKT (TV) Miami and CKNX-TV Wingham, Ont. *Time Out for Sports,* 26 quarter-hour films, has been purchased by WTOL-

KOOL-TV tells 'Arizona Story'

KOOL-TV Phoenix, Ariz., and the local light opera association put on the state's first tv spectacular March 15. They produced *The Arizona Story,* a 90-minute historical pageant.

Production costs and about $1,200-worth of air time were underwritten by KOOL-TV. The sustaining show also was telecast by KOLD-TV Tucson, Ariz.

More than 100 participants appeared on KOOL-TV's four live cameras during the show; it took another 200 people to prepare the production in the station's two largest studios and outdoor patio studio.

Advance publicity for the pageant was handled by KOOL-TV. Press material was sent out during the three weeks before the telecast; drafted proclamations were sent to all the state's mayors declaring March 15 as *Arizona Story* Day; the state's superintendent of schools was asked to call the presentation to the attention of students; civic and business clubs in the area were sent letters reminding members about the program, and on the Sunday before the spectacular, pastors in all local churches were notified to inform their congregations of the telecast.

The Arizona Story, produced by Val Rosing, was taped and kinescoped. Copies will be made available to Arizona schools.

TV Toledo; WUSN-TV Charleston, S.C. KVAR (TV) Phoenix, and WOW-TV Omaha. *Crusade in the Pacific*, 26 half-hour films, sold to WTTG (TV) Washington, D.C.; KTNT-TV Tacoma, Wash.; KUAM-TV Agana, Guam, and renewed by WNEW-TV New York.

• Jonathan Yost Assoc. has been organized by Mr. Yost, former producer for Ted Bates & Co., L.A., for the production and distribution of video-tape properties. Offices are at 152 N. La Brea Ave., L.A., Phone: Webster 3-8439. Other staff members include Frank Crow, writer; William Rotsler, designer and Hannah Scheel, associate producer.

• The *Buddy Deane Show*, which originates from WJZ-TV Baltimore, goes on ABC-TV April 13 (Mon.-Fri. noon-1 p.m.). Also debuting on ABC-TV that day is the *Gale Storm Show* (Mon.-Fri. 2:30-3 p.m.). *Music Bingo*, formerly seen 2:30-3 p.m., moves to 1-1:30 p.m. slot.

• Ted Lloyd Inc., radio-tv program production firm, last week acquired from Archie Comic Publications Inc. the tv-radio-motion picture rights to the "Archie" comic book-newspaper strip cartoon character. Tv pilot will be made this summer under the title *The Adventures of Archie Andrews*, a weekly half-hour package in the family comedy category.

• Official Films, N.Y., announces production of five new series: *International Detective*, drawn from files of Burns International Detective Agency, starring Arthur Fleming; *Criminal at Large*, based on radio series *This Is Your FBI*, starring Stephen McNally; *What Are the Odds?* with Bob Warren as m.c.; *Mustang*, about people who flew that plane during World War II, and *Snow Fire*, adventure tales featuring a white stallion.

• WBBM-TV Chicago has dispatched a three-member crew to Athens, Greece to film aspects of the Greek recovery program involving donations of equipment made by Chicagoans. Comprising the team are Miss Harriet Atlass, public affairs director of WBBM-TV; Miss Lee Philip, women's news commentator, and CBS cameraman Morris Bleckman. The nine-day tour will include an interview with the king and queen of Greece. WBBM-TV will offer the film to other CBS stations, schools, civic organizations and institutions.

• *Soundflights Into Jazz*, a 30-program series of five-minute performances, will be available to radio stations in April through Air Force Reserve auspices. Each program features a jazz luminary, backed up by m.c. Jim Lowe and pianist-arranger Elliott Lawrence. Agency: Benton & Bowles. Stations should address requests to Headquarters, Continental Air Command, Radio-Tv Branch, Mitchell AFB, New York.

• A tribute to three dead musicians from KSYD Wichita Falls, Tex., turned into a fund raising campaign. Listeners who telephoned the station requesting the addresses of the musicians so they could send cards of sympathy to the musicians' families, were asked to send a donation for muscular dystrophy work. Jack Anderson, promotion manager-d.j. stayed on the air 140 hours and 2 minutes to raise money for the charity.

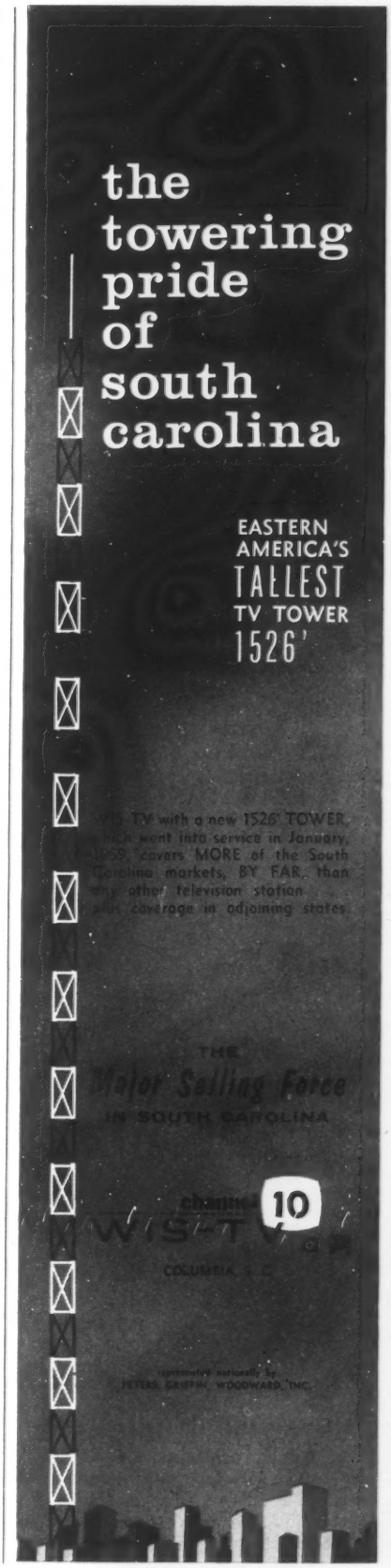
• WWJ-TV Detroit telecast an eye operation March 9 from a local hospital. The colorcast, presented annually as a prelude to the Michigan Clinical Institute meeting in Detroit, is put on with the cooperation of Smith, Kline & French Labs, Philadelphia; Michigan State Medical Society, and the Wayne County Medical Society.

• A special kit for disc jockeys, comprising humor and conversational suggestions, is one of the services offered by Del Clark, Chicago d.j., via his new firm, DeBu Features, 20 E. Huron St., that City. The kit is offered for $5.25. The organization also plans to give counseling service to d.j.s desirous of holding "record hop" shows in their particular cities. DeBu will help organize and promote such events, flying recording stars to the shows.

• RCA and NBC-TV have won a curators award from Lincoln U.'s Dept. of Journalism, Jefferson City, Mo., for the former's "wholesome employment practices and for NBC's selection of themes and personnel for *This Is Your Life* and its operatic, variety and informational programs." Curators awards are presented annually for "significant contributions to better human relations."

• Second annual *Bold Journey* teacher awards selections were announced March 23 at the National Education Assn.'s Travel Fair in Washington. Various tours, including a trip around the world, were awarded to 80 of the nation's teachers who were chosen from 2,500 finalists. Ralston Purina Co., St. Louis, sponsor of *Bold Journey* on ABC-TV, makes the tours possible through a grant to NEA's division of travel service.

• The KTTV (TV) Los Angeles *Paul Coates* weekday interview program will be videotaped and syndicated nationally starting next month.



CKEY bucks BBG on matter of taste

As members of the Canadian Board of Broadcast Governors (BBG) argued at Ottawa that independent broadcasters had a responsibility to elevate public taste, Jack Kent Cooke, owner of CKEY Toronto, stated March 18 that CKEY would not reduce its heavy content of popular recorded music unless ordered to do so by the BBG.

Mr. Cooke contended that in concentrating on recorded popular music, sports and news, CKEY was providing the mass audience with the types of programs it wanted to hear. He said these recordings were "the folk music of the American continent," and that most people have "narrow tastes" in music. He pointed out that listeners in the Toronto area who wanted other types of programs had a choice of 22 radio and five television stations.

Mr. Cooke was one of seven broadcasters appearing for the first time for station license renewal. Formerly such renewals were automatically recommended by the Canadian Broadcasting Corp. to the Dept. of Transport. Now the BBG will review programming before recommending license renewal. Besides CKEY, owners of CHUM Toronto, CKWS Kingston, Ont., CFPA Port Arthur, Ont., CKRN Rouyn, Que., and CKNW New Westminster, B.C., appeared before the board which questioned their philosophy on broadcasting operations.

Alan Waters, owner of CHUM, agreed with BBG members that stations should help improve the general cultural level of listeners.

Carlyle Allison, vice chairman of the BBG and former editor of the *Winnipeg* (Man.) *Tribune*, opposed Mr. Cooke's theory that the public must be given what it wants and nothing else. He said "a newspaper publisher could sell a lot more papers by the sensational treatment of news, but he doesn't because he wants to be able to look at himself when he is shaving every morning."

Mr. Waters told the BBG that he believed there was uncertainty among broadcasters as to what they should or should not do and asked for a clarification of the regulations.

Russian trip planned

A six-man delegation of American electronic specialists will spend three weeks in Russia in the near future, the Electronic Industries Assn. has announced. The visit reciprocates a visit to the U.S. by a group of Soviet specialists last November.

Ray C. Ellis, vice president of Raytheon Mfg. Co. and chairman of the International Dept. of EIA, will head the American delegation. Others making the trip include Frank W. Mansfield, General Telephone & Electronics Corp.; Julian K. Sprague, Sprague Electric Co.; Dr. Conrad H. Zierdt Jr., General Electric Co.; Dr. Imre Molnar, General Telephone Labs, and Charles P. Mardsen Jr., National Bureau of Standards. While in Russia, they will be guests of the State Committee for Radio Electronics.

BBG approves network in Atlantic provinces

The Canadian Board of Broadcast Governors has approved a network of independent radio stations. The stations: CKCW Moncton, CFNB Fredericton, CFBC St. Johns, all New Brunswick; CHNS Halifax and CJCB Sydney, both Nova Scotia, and CFCY Charlottetown, P.E.I. The announcement of this, the first network approved, was made by BBG Chairman Dr. Andrew Stewart at the opening session of the Canadian Assn. of Broadcasters' convention March 23 in Toronto. Dr. Stewart says that the BBG probably would approve a national independent radio network if it were applied for.

Japan expects to have color television soon

Matsutaro Shoriki, president, Nippon Television Network Corp., Japan, has proposed a plan to spread colorcasting throughout southeast Asia.

Mr. Shoriki, who is credited with founding the country's first tv station, predicted the Japanese Government will license his station for colorcasting "very soon." He said the color shows should make a profit from the start.

Plans are to popularize color tv in the same way monochrome tv was, by displaying sets where the public can view them. He intends to purchase a hundred 21-inch color sets ($800 each) for the promotion.

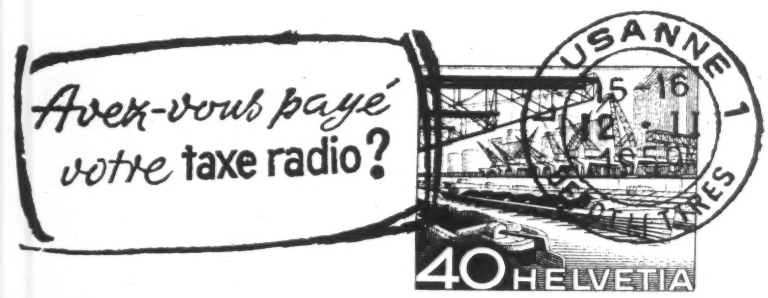
• Abroad in brief

• Russia will have 7 million radio sets and 3.5 million television sets by 1965, a Russian spokesman has predicted. He claimed the Soviet's broadcasting industry had expanded 20-fold during the past decade and would triple again under Premier Nikita Khrushchev's seven-year economic program.

Meanwhile, Hungarian news agency MTI says that the Russians are planning a tv network to link East Europe's communist capitals with Moscow. Work already has begun on a relay tower to bring U.S.S.R. programs to Budapest. It's expected to be completed by 1961. Other tv relay towers will connect Moscow with Warsaw, Prague and the capitals of Romania and Bulgaria. East Germany is setting up tv transmitters near the West German border. These will give the area a second choice of tv channels.

• West German statistics indicate that the country will have 3 million tv sets in operation by August. It took nearly five years to sell the first million tv sets; the second million was sold in about 13 months.

• Poland has more than 70,000 licensed television receivers. An additional 35,000 to 40,000 sets are operated without a permit.



Gentle reminder • Radio doesn't come free everywhere as it does in the United States and in Canada. This postal cancellation on a letter from Switzerland asks in French: "Have you paid your radio tax?"

FATES & FORTUNES

Advertisers

Mr. Butler

• RICHARD C. BUTLER, account executive of A. C. Nielsen & Co., named broadcast media manager of Lever Bros., N.Y., effective April 6. JOSEPH W. DALY, Lever media buyer since 1952, named assistant broadcast media manager.

• JOHN F. MALONE, Cleveland zone manager, Pontiac Motor Div., General Motors Corp., appointed advertising manager, effective April 1, with headquarters in Detroit.

• J. HOWELL TURNER, director of employe relations, Standard Oil Co. (of Indiana), appointed general manager of public and employe relations. He succeeds DR. WILLIAM J. MCGILL, who retires April 15 after 34 years with company. F. ROE WEISE promoted to assistant to general manager.

• PERRY L. SHUPERT, vp in charge of sales and advertising, Miles Labs Inc., Elkhart, Ind., named treasurer of Advertising Federation of America, succeeding DAVID H. KUTNER, resigned.

Agencies

Mr. Uptegrove

• DEANE UPTEGROVE, president of H. B. Humphrey, Alley & Richards prior to its merger with Reach, McClinton Inc., elected senior vp of RM and appointed chairman of creative review board. HAROLD O. NADLER and A. W. SAGE, both account executives in New York office of HA&R, named vps of RM.

• RAY J. MAUER, vp and board member of Geyer, Morey, Madden & Ballard, N.Y., appointed creative director, succeeding WIRT MCCLINTIC MITCHELL, now chairman of creative plans board.

• ROBERT W. CASTLE, with Ted Bates, N.Y., since 1957 and before that with J. Walter Thompson Co., elected vp of Bates.

• GEORGE H. GUINAN, formerly vp and account supervisor, Adams, Burke Dowling Inc., N.Y., elected vp of Donahue & Coe, N.Y. CARL RIGROD, radio and television director of Donahue & Coe, since 1943, elected vp.

• ALAN POTTASCH, account executive, and LAWRENCE C. PUCHTA, senior account executive, Kenyon & Eckhardt, N.Y., elected vps.

• ALBERT PETCAVAGE, assistant vp and media supervisor, Ted Bates & Co., N.Y., named media director, Doyle Dane Bernbach.

• MAURICE E. (DOC) FIDLER, general manager of WISL Shamokin, Pa., joins Radio Advertising Bureau, N.Y., today (March 30) as regional member service manager. Other RAB appointments: PATRICK RHEAUME and ROBERT NIETMAN promoted to senior regional member service managers to head two new divisions, which include half of RAB's 925 members but have no specific geographical areas.

• JOHN S. WILLIAMS, senior vp of Cunningham & Walsh, N.Y., resigns to join Henderson Adv., Greenville, S.C., as vp, creative director and member of executive committee.

• NORMAN FRANK, director of radio and television, Lynn Baker Inc., N.Y., appointed vp.

• PAMELA WOOD, copy chief, Silton Bros., Callaway Inc., Boston, elected vp and copy director.

• NORMAN HELLER, formerly director of copy and motivation research, Dancer-Fitzgerald-Sample, to Compton Adv., N.Y., as associate research director.

• VIRGINIA CALDWELL, media director of George H. Hartman Co., Chicago, resigns.

• ALVIN A. ACHENBAUM, assistant director of research, Grey Adv., N.Y., past two years, promoted to research director.

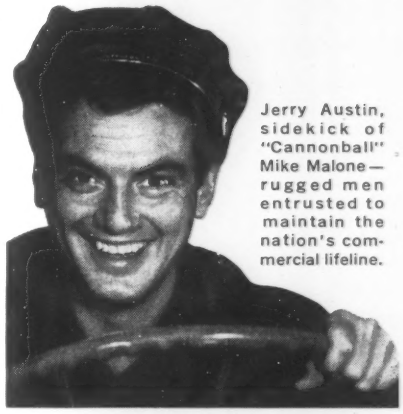
• JACK DE MELLO, general manager of KFOX-AM-FM Long Beach, Calif., resigns to join Vance Fawcett Assoc., Honolulu, as vp on April 6. Mr. de Mello was formerly vp and general manager of KHVH-AM-TV Honolulu.

• ROBERT H. DAVIS, market research director in Los Angeles office of Erwin Wasey, Ruthrauff & Ryan, promoted to account executive on Carnation instant milk account.

• ROBERT C. BARKER, with Kenyon & Eckhardt, N.Y., since 1953 as account executive, appointed account supervisor.

• LEE BAER, previously account executive, Grey Adv., N.Y., to Kenyon & Eckhardt in similar capacity.

• WILLIAM V. BLACKBURN, formerly account executive for American Dairy Assn. at Campbell-Mithun, Chicago, to


Jerry Austin, sidekick of "Cannonball" Mike Malone—rugged men entrusted to maintain the nation's commercial lifeline.

ADVERTISERS SNAP UP ITC'S CANNONBALL

New Markets Sold Each Day—Wire Now For Your Choice Of Availabilities!

Dynamic action adventure and intense human interest!

BRAND-NEW by Robt. Maxwell, creator of LASSIE!

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Benton & Bowles, N.Y., as executive on Crest toothpaste account.

• EDWIN D. KUHN, formerly account supervisor on major food accounts at Cunningham & Walsh, Chicago, to Tatham-Laird, that city, in similar capacity on Swanson Products Div. (of Campbell Soup Co.) account.

• ARTHUR WANDTKE JR., formerly advertising - merchandising manager of Kaiser Aluminum Consumer Products, Oakland, Calif., to Jack W. Runyon Co., S.F., as general manager and account supervisor.

• BUD COHEN, formerly promotional copywriter of Kling Studios and *Chicago Daily News*, appointed premium manager at Tatham-Laird, that city. WILLIAM FOCHT and CORNELL BLEYER, members of account service department at T-L, appointed account executives.

• WILLIAM C. WALKER, formerly advertising manager of Witco Chemical Co., to Hazard Adv., N.Y., as account executive.

• LARRY BENEDICT, formerly of Donahue & Coe, to Ogilvy, Benson & Mather Inc., N.Y., as account executive.

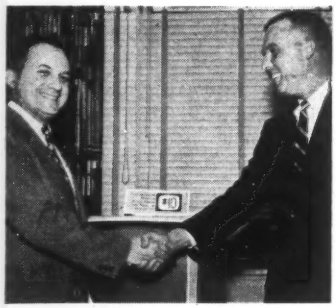
• JACQUES WAJSFELNER, formerly account executive of Paris & Peart Inc., N.Y., to James Thomas Chirurg Co., Boston, in similar capacity.

• HENRY J. TAGGART, formerly account executive of Fred Wittner Adv., N.Y., to Ketchum, MacLeod & Grove, Pittsburgh, in similar capacity.

• PAUL H. TOEPP, formerly of Beltaire-Vincent-Hull Inc., Detroit agency, to Harrison-Shea Adv., that city, as account representative.

• EDGAR HATCHER, formerly of G. M. Basford Co., as account executive, to Benton & Bowles, N.Y., as account executive on IBM account.

• JAMES D. GRANT, formerly of *New York Daily News*, named regional account manager of Grant Adv., handling Dodge dealer accounts on eastern seaboard.



Winning IQ • Arthur S. Pardoll (l), Foote, Cone & Belding, New York, receives congratulations and a 17-inch portable tv set from James C. Conley, general sales manager of WCAU-TV Philadelphia, for winning the station's "What's Your Movie IQ?" contest. The contest was run in conjunction with the promotion of WCAU-TV's Paramount feature film package. Open to agency executives in New York, Philadelphia, Chicago, Los Angeles, Atlanta, Detroit and San Francisco, the contest involved identification of some 20 stills taken from Paramount films.

• JOHN HUGHES, formerly timebuyer of Cunningham & Walsh, appointed broadcast buyer in media department of Kenyon & Eckhardt, N.Y. ARNOLD KLUGERMAN, formerly market research analyst in K&E's New York office, appointed project supervisor in research department of agency's Los Angeles office.

• ANDREW C. WETMORE, formerly of Young & Rubicam as account executive, to executive staff of American Assn. of Advertising Agencies, N.Y.

• ROGER T. CASE, who headed his own agency, Roger T. Case Assoc., Long Beach, Calif., joins The McCarty Co., L.A., as account executive.

• ALFRED COLLINS, formerly vp and creative director of Gourfain - Loeff, Chicago, and ELMER D. SILHA, formerly executive vp of O'Neil, Larson & McMahon, mail order and direct mail agency, to Olian & Bronner, Chicago, as account executives.

• WILLIAM E. MILLHOLLEN, formerly of Richard A. Foley, Philadelphia agency, to Gray & Rogers, that city, as writer-producer in radio-tv department.

• RICHARD R. STROME, formerly copy supervisor of Doherty, Clifford, Steers & Shenfield Inc., to Ted Bates & Co., N.Y., as copywriter.

• CHARLES BRANDT, formerly of Young & Rubicam, to J. M. Mathes Inc., N.Y., public relations department.

• HOYT L. BEAVERS, formerly with E. I. du Pont de Nemours, to director of sales promotion department at W. S. Walker Adv., N.Y.

• CHESTER P. HOLWAY, formerly copy chief of Maxon Inc., Chicago, to Klau-Van Pieterson-Dunlap, dividing his time as copy supervisor in Milwaukee headquarters and copy director of Chicago branch.

• BORIS WEINSTEIN, formerly of KDKA-TV Pittsburgh, and with MARC & Co., that city, since 1958, appointed public relations director.

• IRVING WAGNER, formerly sales analyst and statistician, Paragon Oil Co., to Kenyon & Eckhardt Inc., N.Y., as senior sales analyst in media research and sales analysis unit.

• HAL SILVERMAN and LESLIE FOSTER join Los Angeles office of Erwin Wasey, Ruthrauff & Ryan as art director. Other new staffers: LAIRD KOENIG and JIM CREIGHTON, copywriters.

• RUBYE MAE GRIFFITH returns to Los Angeles office of Erwin Wasey, Ruthrauff & Ryan as copy chief of radio-tv department, following year's leave of absence.

• PATRICE CAMPBELL, previously of Leo Burnett Co., Chicago, appointed assistant radio-tv director at Powell, Schoenbrod & Hall, that city.

• LEE MARKO, formerly copy chief and creative supervisor of promotion department, Ellington & Co., to C.J. LaRoche & Co., N.Y., as creative promotion supervisor and stylist for tv.

• DR. MILLARD J. SCHWEIDEL, formerly of Cortex Enloe agency, N.Y., has joined Shaller-Rubin Co., N.Y., as medical director.

• DR. CLARK WILSON, in west coast marketing and research for more than 12 years, appointed marketing and research consultant of BBDO, L.A.

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• ROBERT H. LINS promoted from copywriter to copy supervisor at Leo Burnett Co., Chicago.

• DOUGLAS J. GALLOW, senior market research analyst, Colgate - Palmolive Co., to Sullivan, Stauffer, Colwell & Bayles, N.Y., as executive assistant in research department.

• ROBERT W. DOOLITTLE, formerly writer of Honig, Cooper, Harrington & Miner, L.A., to N. W. Ayer's San Francisco office in copy department. GEORGE B. VAN INWAGEN, since 1953 with Dickie - Raymond, Boston, to Ayer's Philadelphia copy department.

• DICK HOFFMAN, formery reporter of *Los Angeles Times*, to public relations staff of Stromberger, LaVene, McKenzie, L.A.

Networks

• ERIC SEVAREID, CBS Washington-based news commentator begins four-month leave of absence June 1. He plans to spend it traveling in Europe, and then will take up new assignment at network's London bureau.

• EDWARD BLEIER, since 1957 vp for business development, Tex McCrary Inc., N.Y., and formerly account executive with ABC-TV and WABC-TV New York, has returned to previous position with ABC-TV.

• NEWELL T. SCHWIN, manager since February 1958 of special sales projects, CBS-TV, appointed to new position of director, production sales, CBS-TV operations department.

• HELEN VALENTINE, editor-in-chief of *Charm* magazine from 1950-58, named consultant for *Woman!* new series of hour daytime specials scheduled to start in May on CBS-TV.

• CYNTHIA MEDLEY, music department, WMAL-AM-FM-TV Washington, to NBC News, Washington, assigned to *Ask Washington* program.

Stations

• DON KEYES, vp in charge of national programming of McLendon Corp., Dallas, adds duties of assistant to president.

• JOHN REYNOLDS, 61, owner of WKWK-AM-FM Wheeling, W.Va., and former acting secretary of Federal Radio Commission and its successor, FCC, from 1930 to 1941, died following heart attack weekend of March 21.

• FRED HAGGERTY, formerly general manager of WSKI Montpelier, Vt., to WFPG Atlantic City, N.J., as station manager.

• CARL VANDAGRIFT, WOWO Fort Wayne, elected president of Indiana Broadcasters Assn. succeeding JOSEPH HIGGINS, WTHI Terre Haute. Other officers elected were DEE O. COE, WWCA Gary, vp-am; ELMER G. SULZER, WFIU (FM) Bloomington and WORX Madison, vp-fm; NEAL B. WELCH, WSBT-AM-TV South Bend, vp-tv; ROY L. HICKOX, WLRP New Albany, secretary-treasurer; E. BERRY SMITH, WFIE-TV Evansville, assistant secretary, and RON ROSS, WPTA (TV) Fort Wayne, assistant treasurer.

Mr. Hurley

• JOHN J. HURLEY, treasurer and general manager of WNEB Worcester, Mass., elected president and treasurer of station's licensee, New England Broadcasting Co., succeeding PAUL C. LYTLE, who died March 16. Mr. Hurley was in legal and program departments of NBC, Washington, D.C., and is immediate past president of Broadcasting Executives Club of New England.

• TED OBERFELDER, former owner and president of WKIX Raleigh, N.C., appointed retail sales manager, WINS New York.

• PAUL L. RAIKES, formerly of John Hancock Life Insurance Co., Boston, named promotion director of WIRE Indianapolis.

• MURRY SALBERG, formerly radio and television consultant of Marshall & Coch, N.Y., appointed director of advertising and sales promotion of WABC-TV New York.

• SAMUEL R. ELMAN, general manager of WATR-AM-TV Waterbury, Conn., re-elected president of Connecticut State Network for 5th consecutive time. Network includes WATR, WNHC New Haven, WNAB Bridgeport, WICH Norwich, WTOR Torrington, WNLC New London and WHAY New Britain.

Mr. Richeson

• TED RICHESON, with KREM-TV Spokane, Wash., since 1957, named national sales manager of KREM-AM-FM-TV, in charge of national and regional sales.

• TOM HARKER, retired national sales director for Storer Broadcasting Co., died March 13 after prolonged illness in Long Beach, Calif. Mr. Harker was named vp of Storer in 1949 and was previously with ABC and Mutual networks.

• MERVIN A. DUREA, formerly writer-director of motion pictures for missile development division of North American Aviation, appointed promotion manager of WLWC (TV) Columbus, Ohio.

• MAX MUSCH promoted to sales promotion manager of WRCA-TV New York. Other WRCA-TV appointments: BENJAMIN A. HUDELSON, program manager, and ALVIN J. SLEP, publicity-exploitation manager. WRCA-AM-FM appointments: JOSEPH E. MURPHY, merchandising manager, MICHAEL A. LANNON, audience - sales promotion manager, and JOHN R. O'KEEFE, publicity-exploitation manager.

• CARL ONKEN, formerly chief engineer of WTTV (TV) Bloomington, Ind., to WJIM-TV Lansing, Mich., in similar capacity. WJIM-TV additions: PATRICIA STREET and ALBERT POTTS, continuity; AL GREENFIELD, HOWARD TOWNER and LEX YOUNG, technical operations; JAMES KENNEY, film department, and ROBERT BLATT, art department. To WJIM-AM sales department: RICHARD BLANCHARD.

• MIKE SHAPIRO, general manager of WFAA-TV Dallas, elected president of

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Business Brokers Specializing in Television and Radio Stations

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WITH THE
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HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

Semiannual meet • Plough Stations Inc. executives took advantage of the NAB Chicago convention to hold their semiannual business meeting. L to r: Charles DeVois, WMPS Memphis; Byron Millinson, WCAO Baltimore; Harold Krelstein, Plough president; Fred Harm, WJJD Chicago, and Roy Whisnand, WCOP Boston.

Mr. Krelstein announced that the company's general sales were 12% above the same period last year.

Assn. of Broadcasting Executives of Texas, succeeding HOWARD FISHER, Rogers & Smith Adv., Dallas. Other ABET officers: DAN HAYSLETT, KIXL-AM-FM Dallas, vp; MRS. BARBARA SEEVER, Evans Assoc., Ft. Worth, secretary, and MRS. WILDA WILSON, Ratcliffe Adv., Dallas, treasurer.

• JAMES E. GEARHART named commercial manager of WMMM Westport, Conn.

• HORACE PUMPHREY named program director of WAPI Birmingham, Ala.

• ROBERT D. WILLIS, formerly promotion-publicity manager of WHTN-TV Huntington, W.Va., to WIIC (TV) Pittsburgh in charge of publicity department and assistant to public relations and promotion director.

• REX JONES named program director of WSAI-AM-FM Cincinnati.

• BOB MCGONAGLE, formerly of WWRL New York and with WBAB-AM-FM Babylon, N.Y., since 1958, named head of news-special events department.

• WILLIAM P. SPOLLEN, graduate of Northwest Schools, Portland, Ore., named chief engineer of WSPN Saratoga Springs, N.Y. Other Northwest graduates and their appointments: MAURICE E. HELLE, to WHIZ-TV Zanesville, Ohio, as director; ELROY COOPER to KGON Oregon City, Ore., as announcer, and JAMES KENNEY to WJIM-TV Lansing, Mich.

• FRAN CORCORAN, publicity director of WBZ-TV Boston past 2½ years, named community relations director, effective April 1.

• WILLIAM H. SCHWARZ, formerly program director of WCCO Minneapolis-St. Paul, to KDKA-AM-FM Pittsburgh as program manager.

• RICHARD ROLL, formerly director of news, WTVH (TV) Peoria, Ill., to KENS-TV San Antonio, Tex., as director of news and special events.

• JERRY ROSS, formerly announcer of WFIL-AM-FM-TV Philadelphia, to WHAT-AM-FM, that city, as assistant program director.

• LARRY COOPER, with KMOX St. Louis since 1958 as public affairs director, adds duties of program director. PAUL DOUGLASS named sales development manager.

• WILLIAM HAGEMEYER named news director of WMMM Westport, Conn.

• BILL KEY, formerly acting general manager of KCBD-TV Lubbock, Tex., to KOCO-TV Oklahoma City as director of engineering.

• BILL AMES, formerly news director of KSL-TV Salt Lake City, Utah, to WCHS-AM-TV Charleston, W.Va., in similar capacity.

• ALLAN DALE, formerly station manager of KEYS Corpus Christi, Tex., to WOAI San Antonio, as head of publicity and air personality.

• RUSSELL PIERSON, formerly director of marketing, Oklahoma State Department of Agriculture, to WKY-AM-TV Oklahoma City as farm director.

• CURT HETHERINGTON, announcing under name of Curt Alexander, formerly of WILL-AM-FM Urbana, Ill., and WNDU-TV South Bend, Ind., to KICA-AM-TV Clovis, N.M., as news director and air personality.

• MRS. RUTH LEVY, formerly assistant advertising manager, Traid Corp., En-

cino, Calif., appointed director of publicity-public relations, KFWB Los Angeles.

• STERLING WRIGHT, formerly program-production manager of WLOS-TV Asheville, to WSOC-TV Charlotte, both North Carolina, as production manager and assistant program director.

• JACK DANIELS, formerly of Ziv Television Programs, N.Y., as account executive, to WABC-TV New York in similar capacity.

• GEORGE R. PITT, formerly with *New York Times* local sales staff, appointed account executive of WRCA-TV New York.

• JOE FRANZGROTE, formerly of WNDU-TV South Bend, Ind., and WMBD-TV Peoria, Ill., as sales promotion manager, and GENE TALBOT, formerly branch agency manager for Marchant calculators, Rockford, Ill., to WTVO (TV) Rockford as account executives.

• JIM SANDNER, NBC director of merchandising for 11 western states since 1951, named account executive of network's o&o station, KRCA (TV) Los Angeles.

• GEORGE E. DUFFY, formerly advertising manager for duplicating products, Minnesota Mining & Mfg. Co. and junior account executive at Campbell-Mithun, Minneapolis, to KSTP St. Paul-Minneapolis as account executive.

• TOM BROWN, air personality of WHK-AM-FM Cleveland, adds duties of account executive. New account executives to WHK: JACK MARCH, formerly of WEWS (TV) Cleveland, and E. D. WHITE, formerly of Meldrum & Fewsmith Adv., Cleveland.

• WILLIAM L. THOMPSON, formerly account executive of NBC Radio Sales, Central Div., to WGN Chicago in similar capacity.

• DONALD J. SHERMAN, formerly assistant station manager and sales manager of WEBO Owego, to WENE Binghamton, both New York, as account executive in local sales.

• JIM OSBORN, sales manager, WXIX Milwaukee, to WCBS-TV New York, as salesman. DON BOWEN, salesman, WXIX, named assistant to WALTER M. STEIN, director of sales promotion and research, WCBS-TV.

• HAL CAULFIELD joins KROW Oakland, Calif., as sales representative.

• DAVID KAIGLER joins sales staff of WIBG-AM-FM Philadelphia.

• JOHN G. CONOMIKES, in sales service department of KDKA-TV Pittsburgh, appointed sales representative. RANDY HALL, formerly d.j. of WCED DuBois, Pa., under name of Jay Scott, to KDKA-AM-FM as air personality.

• CHUCK BERGESON, air personality of WJBK-TV Detroit, named sales representative.

• JERRY HENDRICKS, formerly salesman of *Charleston* (W.Va.) *Daily Mail*, to sales staff of WCHS, that city.

• FRED THOMAS, account executive of KYA San Francisco, joins sales staff of KGO, that city.

• EDDIE CHASE, air personality of CKLW Detroit-Windsor, Ont., for 12 years, resigns.

• DON SPENCER, graduate of Butler U., Indianapolis and program manager of WAJC (FM), that city, to WLWI (TV) Indianapolis as announcer.

• ROBERT W. PORTER, formerly of WLS Chicago, to WLWD (TV) Dayton, Ohio, as announcer.

• BOB MORSE to WREB Holyoke, Mass., as announcer.

• JOHN ENNIS, graduate of National Academy of Broadcasting, Washington, D.C., to WPTX Lexington Park, Md., as announcer.

• MARGARET MCCUTCHEON, formerly in public relations department of Denver Chamber of Commerce, to KOA-AM-TV, that city, as promotion assistant.

• MURRAY LOCKARD, formerly announcer of KPTV (TV) Portland, Ore., to KPAM-KPFM (FM), that city, as sales representative and air personality.

• FORREST MORGAN and ED HORNE to WGAN Portland, Me., as announcers.

• BOB RUSSELL, formerly announcer of KTHT Houston, to KTSA San Antonio in similar capacity.

• JOAN HANAUER, formerly of INS, and BOB STOEPKER, previously news director of WMTR Morristown, N.J., to news staff of WNEW New York.

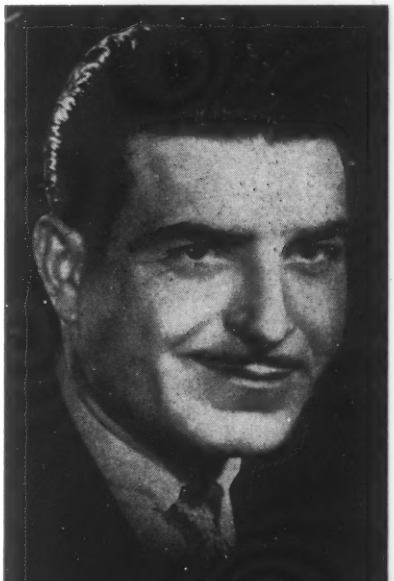
• BILL GIBSON, formerly announcer of KEYS Corpus Christi, Tex., to KUAM-AM-TV Agana, Guam, in similar capacity.

• LEE ALAN, formerly of WGH-AM-FM Norfolk-Newport News, Va., and WJLB Detroit, to WJBK-AM-FM Detroit as air personality.

• VIRGINIA ROGERS, former model, to WJZ-TV Baltimore as "weather girl."

• JIM O'NEILL, formerly air personality of WKY Oklahoma City, and PETE SHORE, discharged after two years of Army service, join WCAE Pittsburgh as air personalities.

• BOB MARTIN, formerly head of own



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BARBTON, INC.

485 Madison Avenue, N. Y. 22

record distributorship and previously manager of band leader Stan Kenton, to WXYZ Detroit as air personality.

• PETER HAHN joins WJR-AM-FM Detroit as newscaster.

• JOHNNY HOLLIDAY, formerly of WRVM Rochester, N.Y., and BOB IRWIN, formerly of WKDA Nashville, Tenn., to WHK-AM-FM Cleveland as air personalities.

• PEN WILSON, formerly reporter of *New Orleans Times Picayune,* to WWL-TV, that city, as reporter-photographer.

• JOHN DOREMUS, formerly air personality of WIND Chicago, to WMAQ, that city, in similar capacity.

• EDWARD A. REILLY, formerly air personality of WBRY Waterbury, Conn., to WTRY Albany-Troy-Schenectady, N.Y., as host of *Tri-Cities Ballroom* program.

• CLIFTON UTLEY, NBC Chicago commentator, retires from daily programs on WMAQ and WNBQ (TV) for reasons of health. He will continue WMAQ Sunday commentary with his wife, Frayn.

• MARK E. RUISARD, 42, member of WGN Chicago engineering department for 17 years, died March 18 at Hines Veterans Hospital, that city.

• ED COOPER, freelance Chicago announcer, to staff of WBBM, that city, effective April 1.

• RONN TERRELL, formerly air personality of KTUL Tulsa, Okla., to WKDA Nashville, Tenn., in similar capacity, replacing BOB IRWIN, who moves to WHK-AM-FM Cleveland.

• MISS LORRIE BAROFSKY joins WAMP-WFMP (FM) Pittsburgh as assistant to press-promotion manager.

• DALE MARR joins WXYZ-AM-FM Detroit as newscaster.

• DOUG SUTHERLAND joins KALL Salt Lake City, Utah, as full-time air personality.

• DON HOFMANN, formerly staff announcer to KAKE-AM-TV Wichita, Kan., to KSBK Naha, Okinawa, as announcer and member of promotion department.

• AL PEARCE, network radio star for several decades (NBC's *Al Pearce and His Gang*), to KITO San Bernardino, Calif., as d.j.

• EDWIN J. TURNER, formerly producer-director of WHAS-TV Louisville, Ky., to WJZ-TV Baltimore in similar capacity.

• GRANT PRICE, formerly news editor of KXEL Waterloo, to WMT Cedar Rapids, both Iowa, as newscaster.

• JACK GUINAN, formerly sports director of WGR Buffalo, N.Y., and with WTOP-AM-FM Washington past three years, named assistant sportscaster for WTOP coverage of Washington Senators baseball games.

• JERRY MITCHELL, formerly program director of WJOB Hammond, Ind., to announcing staff of WLS Chicago.

Representatives

• RODRIC M. SMITH, since 1956 auditor for KPIX-TV San Francisco, named business manager of Television Representatives Inc., N.Y., new rep firm for Westinghouse Broadcasting Co., tv stations, starting operations July 1.

• JOHN W. DRAGOMIER, formerly of NBC-TV, Chicago, to Chicago office of Venard, Rintoul & McConnell Inc., as account executive.

• GEORGE R. SWEARINGEN JR., sales manager for CBS Radio Spot Sales' Atlanta office, appointed account executive in New York office.

• JOHN H. WHITE, formerly director of ABC national network sales, appointed account executive on New York staff of Blair-Tv.

• DAVID L. LAMBERT, formerly salesman of WPIX (TV) New York, and GRIFFITH ELLIS FULTON, formerly timebuyer, Compton Adv., N.Y., to New York sales staff of The Katz Agency. NOYES ALLEN SCOTT, formerly sales service manager of KRCA-TV Los Angeles, and ROBERT A. LOEBER, formerly account executive, Mutual, to Katz' tv sales staff in Los Angeles.

• E. ALLAN JARRETT, formerly local sales manager, WHEN-TV Syracuse, N.Y., joins tv sales staff of Peters, Griffin, Woodward Inc., N.Y.

Programming

• LEON A. KREGER, supervisor of creative marketing services, Wilding Picture Productions Inc., Chicago, elected vp in charge of division.

• THOMAS M. HEYMAN, formerly president of Resource Fund Inc., elected director, vp and treasurer, International Transmissions Inc., N.Y., voiced news service for radio-tv stations.

• VICTOR BLAU, vp and west coast chief of Music Publishers Holding Corp., music subsidiary of Warner Bros. Pictures, Burbank, Calif., to head consolidated music department at Burbank studios, uniting music activities of motion picture, tv and music publishing companies.

Film maker meets the Senator • Sen. Barry Goldwater (R-Ariz.) (l) with Earl Rettig, president of California National Productions, NBC's tv film subsidiary, in Washington. Sen. Goldwater's remarks in the *Congressional Record* lauded CNP's *Flight* series. *Flight* was produced in cooperation with the Air Force.

• LINDSEY SPIGHT, co-founder and retired Pacific Coast manager of John Blair & Co. and Blair-Tv, elected president of Television Communications Inc., S.F., closed-circuit tv producers. JOSEPH B. DURRA, organizer of American Television Communications, whose assets were absorbed by Television Communications Inc., becomes vp of TC. ALBERT B. STURGES, formerly of ABC, San Francisco, named production consultant.

• JAMES SHELBY, formerly radio-tv director of MacFarland, Aveyard & Co., appointed sales director of Graphic Pictures, Chicago.

• HERBERT L. MILLER, previously sales supervisor of California National Productions, and HENRY PROFENIUS, formerly, Interstate Television Corp., to Independent Television Corp. as district managers in syndicated sales in midwest and southeastern divisions, respectively. RALPH BARON, formerly, Bernard L. Schubert, and CHARLES F. WHIPPLE, previously, Screen Gems, to sales staffs of eastern and midwest divisions, respectively. New ITC account executives are THOMAS GALLAGHER, formerly vp of Reliance Varnish Co., Detroit; TONY WYSOCKI, formerly of WKRG-TV Mobile, Ala.; PETER HARKINS, previously, Official Films, New Orleans; KENNETH JOHNSON, formerly, Crosley Broadcasting Co., Indianapolis; RAY BARNETT, previously, The Katz Co., L.A.; and Z.E. MARVIN, formerly head of his own advertising company, Texas.

• ROY HOLLINGSWORTH, formerly of

Universal-International, named production coordinator, commercial division, Desilu Productions, Hollywood.

• ELLIOT SCHICK, formerly director of Filmack Studios, Chicago, to Fred A. Niles Productions, that city, in similar capacity.

Equipment & Engineering

• FRED R. LACK, past director of Electronic Industries Assn., will be presented the 1959 EIA Medal of Honor at the association's 35th annual convention, May 20-22 in Chicago. Mr. Lack is vice president of EIA's military products division and is a retired Western Electric Co. vice president. He was active in setting up the military unit. 1958 medal winner H. Leslie Hoffman, president of Hoffman Electronics Corp., will present award to Mr. Lack.

• KENT J. WORTHEN, formerly product planning manager of General Electric's microwave equipment, named manager of product planning, point-to-point communication, GE's communication products department, Lynchburg, Va.

• GEORGE H. GAGE, formerly commercial engineer, internal sales, General Electric Co., Syracuse, N.Y., to CBS-Hytron, Danvers, Mass., as manager of product planning.

• OLIVER J. GREENWAY, formerly of Westinghouse Electric Corp., Pittsburgh, appointed general manager of Communication Accessories Co., Lee's Summit, Mo., subsidiary of Collins Radio Co.

• JOHN M. MEYER, formerly in advertising and promotion department, Wilson Sporting Goods Co., Chicago, named sales promotion manager, parts and accessories, consumer goods division, Motorola Inc., Chicago.

• RALPH M. SPANG, formerly general manager of Hotpoint Co.'s home laundry department, to Zenith Radio Co., Chicago, as comptroller.

• ROCCO R. REALE, assistant manufacturing manager industrial electronics division, Allen B. DuMont Labs, Clifton, N.J., appointed manufacturing manager. KENNETH F. PETERSEN, manager of industrial television department, DuMont Labs, named marketing manager of industrial electronics division.

• DAVID B. TOLINS, advertising supervisor of Sylvania Electronic Tubes since 1956, appointed to newly-created post of advertising and sales promotion manager of semiconductor division, Sylvania Electric Products Inc., Woburn, Mass.

• DALE A. SCHONMEYER appointed advertising and sales promotion manager of Dage Television Div., Thompson Ramo Wooldridge Inc., Michigan City, Ind.

• W. WALTER WATTS, group executive vp, RCA, elected director of Electrographic Corp., N.Y., electrotyping and art service.

• ROBERT E. SVOBODA, general manager of Amphenol Distributor Div., Amphenol-Borg, Chicago, elected president of Assn. of Electronic Parts & Equipment Mfrs. He succeeds HELEN STANILAND QUAM, Quam-Nichols Co., Chicago. Other elections: IRVING ROSSMAN, president of Pentron Inc., Chicago, first vp; WARREN STUART, Belden Mfg., Chicago, second vp; KENNETH HATHAWAY, Ward Leonard, Chicago, treasurer, and KENNETH C. PRINCE, executive secretary.

• DR. IRVING WOLFF, vp, research, RCA Labs, appointed chairman of RCA education committee, succeeding DR. CHARLES B. JOLLIFFE, RCA vp and technical director.

• HUGH A. YOUNG, formerly of Packard-Bell Electronics Corp., L.A., appointed west coast technical marketing consultant for Hallicrafters Co., Chicago.

• GENE EDWARDS, manager of broadcast transmitter sales, Gates Radio Co., subsidiary of Harris-Intertype Corp., Quincy, Ill., promoted to sales engineering manager; EDWARD J. WILDER, assistant to sales manager, to western regional sales manager, and ROBERT W. KUHL, sales operations manager, to government contracts manager.

• MAX SCHNEIDERMAN, formerly senior project engineer of DuMont Labs, named manager of engineering, oscilloscope division, Electronic Tube Corp., Phila. RICHARD T. RUDE, formerly chief engineer of instrument division, to engineering manager of ETC's special products division.

• DANIEL ECHO, assistant sales manager of industrial tubes, DuMont Labs, Clifton, N.J., promoted to manager of industrial tubes sales department.

• DONALD R. LEA, formerly of Compton Adv., named marketing director, electronic components division, The Deutsch Co., L.A.

Allied Fields

• JOSEPH R. RASTATTER, formerly director of public relations, Television Bureau of Advertising, named executive associate of Irving P. Krick Assoc., N.Y., public relations firm.

• ABBY RAND and PEGGY WALTERS, account executive and office manager, respectively Rogers & Cowan, N.Y., have joined Joe Wolhandler Assoc.,

NIELSEN AGREES—

"More people listen to the 6 PM News on WCKY than to any other station in Cincinnati—699,500 people."

CORRECTION
Since we plated this ad, the Jan.-Feb. Nielsen shows a 36% increase in audience to the WCKY 6 PM News. The new figure is 953,600.

We didn't say it—Nielsen did in the November-December 1958 report. We've always known that Cincinnati depends on WCKY for news because WCKY is first and fast. Whenever news breaks, WCKY is there with news tapes and on-the-spot broadcasts with the WCKY Newsmobile. If it's news, it's heard first on WCKY, and Cincinnati knows it!

. . . Your sales can make news too. Call Tom Welstead at WCKY's New York Office, or AM Radio Sales in Chicago and on the West Coast. They'll tell you about the sales-power of WCKY's News—33 times daily.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

N.Y., public relations firm. Miss Rand becomes head of tv department and Miss Walters is office manager.

• MARY E. PAUL, formerly director of research of WCCO-AM-TV Minneapolis, to Charles Harriman Smith, that city, tv-radio research consultant, as associate.

• JOHN MINE, Associated Press radio editor in Baltimore, Md., transferred to AP radio department in New York.

• THOMAS J. BROPHY, associate director of New York U's office of radio-tv since 1954, appointed director.

International

• HAROLD ROBERTSON CARSON, 64, president of All-Canada Radio & Television Ltd., Calgary, Alta., largest Canadian station representative firm, and vp of Taylor, Pearson & Carson Ltd., large shareholders in group of Canadian radio and television stations, died March 17 in St. Paul, Minn., while enroute to Florida. Mr. Carson had been in broadcasting for more than 30 years, operating stations in western Canada including CFAC Calgary, Alta.; CJCA Edmonton, Alta.; CJOC and CJLH-TV Lethbridge, Alta.; CKWX Vancouver, B.C.; and CKOC Hamilton, Ont. He was also president of Quality Records Ltd., Toronto, Ont.

• GEORGE G. GALLAGHER, sales manager of CJGX Yorkton, Sask., promoted to manager.

• JACK HENDERSON appointed manager of CKDM Dauphin, Man., with GARY KIRTON, production manager, and MARTHA FIDLER as national sales manager.

• PETER V. LORNE, assistant managing director, McCann-Erickson Advertising Ltd., London, named managing director. He succeeds WILLIAM E. McKEACHIE, who continues as chairman.

EQUIPMENT & ENGINEERING

IRE SHOWS NEWEST AND LATEST

Advances in technical wizardry showcased for more than 60,000 convention delegates

Engineers last week were brought up to date with the latest in broadcast research.

The "school" was the Institute of Radio Engineers' annual convention-exhibit which drew some 60,000 engineers to New York. For most electronics scientists, however, information at IRE was designed to keep in tune with the space age.

Coming in the aftermath of the NAB Convention, IRE events geared to industrial and military applications could provide few new broadcast developments of "revolutionary" or immediate character.

But inevitably some of the electronics advances talked about or shown at IRE will be applied to commercial broadcasting.

Some of the Technical Papers • On Tuesday (March 24) R.D. Thompson, RCA Labs, spoke on fm carrier techniques used in RCA's color tv tape recorder; J.R. Popkin-Clurman and F. Davidoff of Telechrome Mfg. explained a new device—a deleter-adder unit—that automatically permits any vertical interval test signal being broadcast simultaneously with a program to be deleted and a new test signal added, and William Barnhart of Ampex Corp. told of an "Electro-Servo" control system for correcting rotational errors in magnetic tape recording.

Two other papers at that session: by RCA scientists J.W. Wentworth, C.R. Monro and A.C. Luther Jr. on transistorized video switching (remote control switching system shown at NAB) and by RCA's H.J. Paz on the use of transistors in power amplifiers and as a way to low distortion.

Another session that day included a paper by William L. Hughes, researcher at Iowa State College, on a method of making major simplifications in color tv live cameras by cutting the number of tubes from three to two.

Mr. Hughes during the week appeared at a news conference to elaborate on his studies of color redundancy field by field. Implications of his work, he thought, are: current color tv pickup and recording may be more difficult to operate and more unstable in practice than need to be; this also is apparent in the transmission of color signals over long microwave, and adoption of field by field redundancy could be compatible with current black and white.

This summer he expects to work with two additional projects: a two-image orthicon color camera, and an attempt to convert a monochrome camera with a vidicon on the side.

Two TASO committee papers were delivered: C.M. Braum (Joint Council of Educational Tv, Washington) and Mr. Hughes on the correlation of picture quality and strength, and another on forecasting tv service fields (Alfred H. LaGrone, U. of Texas). (Results of uhf and vhf measurements as reported by the Television Allocations Study Organization were detailed in BROADCASTING, March 16.)

A new wireless microphone for tv broadcasting was discussed by Peter K. Onnigian, KBET-TV Sacramento, Calif. The microphone is transistorized, uses wide-band fm and has no external, separate antenna. It weighs less than 15 ounces with batteries and approximates the size of a package of king-size cigarettes.

F. Cecil Grace, Visual Electronics Corp., explained an electronic system for automatic program switching in a tv station master control room with changes or corrections permissible on any stored event at any time. The automation uses beam switching tubes with shift register circuitry.

Other sessions dealt with scatter system communication, propagation and antennas, microwave theory and techniques and "communication engineering" (microwave systems), all of general interest to broadcasters and holding forth developmental research gains.

New Machines, Techniques • During convention week, EMI Electronics Ltd., England, held a news conference drawing attention to its representation in the U.S. via H.L. Hoffman Co. of Westbury, N.Y., and disclosing plans to sell $30 million worth of equipment in the U.S. within the next five years. Displayed at the Hoffman suite in the Henry Hudson Hotel were representative products of EMI including klystrons, orthicons and vidicons among others in the tube line, and microwave devices for measuring wave lengths, radio broadcast systems and tv and microwave relay systems.

RCA exhibitors had a simultaneous showing of black-and-white and color pictures in a split-screen technique to point up visually how color adds to viewing pleasure. There is no definite plan to utilize the technique in commercial telecasting.

A prominent scientist, Dr. Vladimir K. Zworykin, who heads the Medical Electronics Center at Rockefeller Institute and who is an honorary vice president of RCA Labs, had a spotlight

Etv feedback

Television for teaching is a success, but it's only a small step toward the educator's electronic future, it was agreed Wednesday (March 25) by participants in a symposium sponsored by the Institute of Radio Engineers' Professional Group on Education. A group of psychologists and electronic engineers meeting at the Waldorf-Astoria Hotel in New York discussed the use of "teaching machines" which may speed learning processes by several times and improve or even replace textbooks.

The clue to fast and correct learning is rapid back-and-forth interchange between student and teacher, it was pointed out, a method which in electronics is called "feedback." The group envisioned the use of electronic apparatus to speed up feedback in the classroom. The ultimate step, a spokesman said, is the home or library use of teaching machines with feedback. While such machines may or may not be electronic, electronic techniques seem to fit in naturally with the requirements. Chairman of the IRE Symposium was Dr. F.E. Terman, provost of Stanford U., radio engineering educator and textbook writer.

position on the IRE program, speaking Tuesday on advances in the field of medical electronics and appearing at a news conference Monday at the Coliseum.

Stereo sound reproduction was on the program this year, and included attention to multitrack magnetic tape recording, playbacks of stereo and developments on stereo components.

Among the exhibitors and announcements: Telechrome Mfg. Corp. showed its electronic wipe system; Allen B. DuMont Labs, its new "Storjtron," a memory tube to store transient events; General Electric, its new high current silicon controlled rectifiers (can be applied to tv studio and theatre lighting panels) and its developmental ceramic receiving tubes; Dage Tv Div. of Thompson Ramo Wooldridge, its dial tv system for closed circuit, and an automatic tv camera that is free of operating controls.

Also, Corning Glass Works introduced its film type resistor; Magnetic Amplifiers Inc. of New York, predicted the magnetic amplifier industry would approach the $2 billion sales mark before end of the next decade (now at $125 million level); Sylvania Electric Products highlighted its new "Sarong" cathode coating to electron tubes.

The affinity of IRE conventioneers for space was dramatized at the opening when the sun-powered radio signal from the year-old Vanguard I triggered off a cutting device to sever a symbolic two-inch ribbon of plastic tv tape stretched across the entrance to the Coliseum.

Two General Electric departments combine

General Electric Co.'s Technical Products Dept., (manufacturer of broadcast equipment), Syracuse, N.Y., will combine Wednesday (April 1) with GE's Communication Products Dept., (two-way mobile radio, microwave and power line equipment), Lynchburg, Va. The combined department will be under the Communication Products Dept. banner.

It is expected that activities of the former Technical Products Dept. will continue to be at Electronics Park, Syracuse. No significant staff changes are anticipated. Harrison Vanaken continues as general manager of the now-expanded Communication Products Dept. William J. Morlock, general manager, Technical Products Dept., has been named consulting engineer.

Color growth cited by RCA executive

The outlook for color television set sales is brightening as the public "enthusiasm and excitement" grows, Charles M. Odorizzi, RCA group executive vice president, declared last week in Bloomington, Ind. Mr. Odorizzi spoke at special ceremonies hailing Bloomington as "the color television capital of the world," commemorating the production of the first compatible color tv set there five years ago by RCA. He attributed the growing interest in color and increasing sales to the demand for sets in the intermediate price ranges; the sharp reductions in the cost of service contracts, growing out of design and engineering improvements, and the increase in color programming by NBC.

Mr. Odorizzi noted that although black-and-white receiver sales were off 20% in 1958 because of the recession, color set sales gained "materially over the previous year and were the highest ever." He said that in 1959 RCA expected to "set a record" for color receiver sales.

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Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.
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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

AUTOMATION FOR RADIO-TV

Engineering and equipment advances seen

"Get modern." That was the message given in Dutch uncle language to radio broadcasters at the NAB convention by NAB engineering manager A. Prose Walker a fortnight ago in Chicago (BROADCASTING, March 23).

Mr. Walker, who has led the trade association's campaign for more use of automatic and remote control operation of radio stations, told the engineers at the last session of the engineering conference that without up-to-date basic equipment, automatic equipment cannot be used properly.

The NAB chief engineer stressed that the basic stability of transmitters and antennas is the key to the successful use of automation in station operation.

Automatic operation for radio stations has become a normal way of life in broadcasting, Mr. Walker said. To be used effectively, it must be founded on modern, basic gear. The automation extends from studio to transmitter and antenna, Mr. Walker reminded his listeners, pointing to such equipment as a complete automatic programmer setting up studio program operation for up to 24 hours, and the remote transmitter control apparatus which permits sign-on and sign-off without the requirement for having a first class engineer physically present at the transmitter or antenna.

Automation for Tv • In addition to what has now become commonplace radio automatic devices, NAB attendees also saw three major offerings in the tv field.

√ RCA showed an automation switching equipment which permits 10 events to be set by push-button control, with up to 15 minutes and 59 seconds for each event. Designed to overcome tv station "panic" periods, the equipment provides for operator "readout" and the ability to make last minute changes. The entire sequence is started by the operator pushing a start button. The equipment is designed for production this fall, and bears a price tag of $18,000. Similar gear, capable of handling up to 25 events will also be available.

√ Visual Electronics Corp. showed a program automation system unitized in segments up to 12 which can be used for complete program control on a station break basis or as a full program robot. The information on programs, time and functions can be fed to the computer-like machine manually or through tape or punch cards. The data is fed into the machine from the bottom up. It can be utilized on a timed or untimed basis. Visual Electronics stressed the extreme versatility and stability of its apparatus. Price on the program automation system complete is $18,000.

√ GE repeated its showing of its automatic programmer which, through the use of punched tape, times and controls the switching of film, slides, audio tape turntables and network sources. The GE automatic programmer sells for $5,250.

A report on NBC's automation of its Washington WRC-TV outlet, which moved into its new plant nine months ago, was delivered at the engineering conference by Robert W. Byloff, NBC project planning manager.

Mr. Byloff said that the automation equipment has been working every day for about nine months without a single failure. The system, a dual installation constructed as an integral part of the WRC-TV plant, uses punched tape. It also provides for corrections and manual operation. It can be set to operate on a three-fold basis: "events only," "approximate time," or "real time."

The Radio and Television Executives Society cordially invites you to a special benefit performance of the sure-fire hit musical

"DESTRY RIDES AGAIN"

starring Andy Griffith and Dolores Gray on Thursday evening, April 30th.
Proceeds go to support the many educational and service activities of the R.T.E.S.
For your reservations, write: R.T.E.S., Biltmore Hotel, New York 17, N.Y.

• Technical topics

• Philco Corp., Philadelphia, reports 1958 sales of $351,093,000. The figure for 1957 was $372,629,000. The 6% sales decrease was said to reflect last year's recession. Sales for the last half of 1958 were 7% above the 1957 period, while sales for the first half were 19% below the same 1957 figure.

• Bendix Aviation Corp., Detroit, has announced the acquisition of the business and most of the property and assets of M.C. Jones Electronics Co., Bristol, Mass. The purchase, said Bendix President Malcolm P. Ferguson, "continues the Bendix policy of diversification and expansion in electronics." The Jones Co. produces test equipment for monitoring coaxial transmission lines which is used by stations, networks, armed forces' guided missile programs and research laboratories.

• For the telecaster who wants to be able to do everything, RCA is offering a system which provides 155 special effects for tv production, ranging from wipes, dissolves to inserts, overlays, etc. in a dozen different shapes and forms. An all-electronic unit, the basic apparatus sells for $5,000 and provides 88 different effects. An accessory package containing 67 additional effects sells for $500. Each of the patterns is programmed by the insertion of a plastic "card" which contains information telling the rack of special circuits what to do. The speed of the effect is controlled by a manual switch.

• Sylvania goes into pilot production this month on a small-scale closed-circuit television system. Expected to be priced "well below most custom-designed systems," its vidicon-type camera weighs 15 pounds, requires no special lighting and will operate over chs. 2-6 on standard receivers.

• General Electric's communication products department, Lynchburg, Va., has published a bulletin describing the new 6 kmc line of GE microwave. The equipment features capacity up to 120 channels, time or frequency division multiplexing, passive bridging, plug-in units and Klystron tubes.

• Television Mat Service Corp., N.Y., has patented a tv slide mount able to contain two pieces of film. Thus, on a single slide mat local information, regarding dealer or station, can be superimposed on a national advertiser's art.

• General Electric Co.'s Technical Products Dept., Syracuse, N.Y., has introduced a monthly lease plan for tv studio equipment. Broadcasters may rent modern equipment for five years on a monthly basis. No outside loan companies are involved in the lease of the equipment which has a minimum

value of $5,000. Stations may replace rented equipment with new gear as it becomes available.

• Granco Products Inc. (fm, stereophonic, hi-fi, radio receivers and record playing equipment), Long Island City, N.Y., has introduced an am-fm "matched twins" stereophonic radio unit. The radio twin (fm receiver and am set) is equipped with Granco's patented coaxial tuning that, the company says, provides static-free, drift-free reception, either alone or on the same program with the am set. Price: about $60 for both units.

• Permafilm Inc., N.Y., is introducing the "Perma-New" scratch removal system, which is said to work without grinding down the film. Emulsion and base are claimed to be free of flammable lacquer and acetone.

• An agreement between Reeves Soundcraft Corp., Danbury, Conn., and Cousino Inc., Toledo, Ohio, provides for manufacture of Soundcraft's double-coated magnetic tape with Cousino's patented lubrication process. A Soundcraft spokesman said that his company's continuous-loop cartridge tape with Cousino lubrication is virtually free of friction and can perform for years with "no noticeable depreciation."

• Hughey & Phillips Inc., Burbank, Calif., announces a new tower lighting isolation transformer. Available in three load capacities—750, 1750 and 3,500 w—the transformers are designed to provide power across the base insulator of a radiator. For further information write for bulletin HPS-152, Hughey & Phillips Inc., 3200 N. San Fernando Rd., Burbank, Calif.

• Ampex Audio Inc., Sunnyvale, Calif., makers of magnetic tape recorders and stereophonic accessory kits, announces two additions: a stereo microphone kit #880, retail priced at $69.95, and a stereo headset kit #881, retail priced at $55.95. The microphone kit contains two microphones with on-off shorting switch, detachable 8-foot cable and standard 2-conductor plug. The headset kit contains pair of headband-mounted miniature speakers with earpieces, 5-foot cable ending in standard 3-conductor plug and a junction box with a 12-foot extension and twin outlets for a second stereo headset if desired.

• Bogen-Presto Co., Paramus, N.J., division of The Siegler Corp., announces three new pieces of equipment: Model 850, a stereophonic tape recorder that can be instantaneously converted from ½-inch to ¼-inch tape; Model S1, stereo disc cutting head, and Model RM-3, multiplex receiver designed for background music service with "improved" circuitry. For further information, write Wolcott & Assoc., public relations counsel, 420 Lexington Ave., New York 17, N.Y.

• Admiral Corp., Chicago, reports consolidated net sales of $170,777,126 and consolidated net income (after taxes) of $1,375,017 (or $0.58 per share on 2,372,476 shares currently outstanding) in 1958. Figures compare with $172,663,167 and $965,067 ($0.41 a share), respectively, for previous year. Largest loss affecting earnings ($905,782 after taxes) was that incurred by electronics manufacturer's plastic division, discontinued last year, and on sale of its plant and equipment.

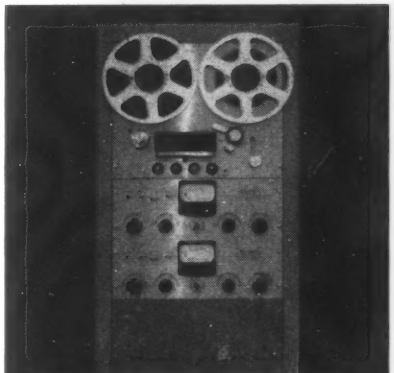
• Raytheon Mfg. Co., Waltham, Mass., is to construct a building in Norwood, Mass., to house its Equipment and Systems Div. The structure will be on a 16-acre site at Route 1 and Sumner St. The plant will employ about 500 starting this fall.

• Minnesota Mining & Mfg. Co. plans to construct a 1 million sq. ft. magnetic products plant at Freehold, N. J. 3M hopes to start production from the building in late 1960. The new plant, expected to increase the company's magnetic tape production by 150%, will be adjacent to 3M's Irvington Div. plant.

• Amplifier Corp. of America, New York, has introduced the TransMagnemite, a professional transistorized battery-operated spring-motor portable tape recorder. Among TransMagnemite's mechanical features: modular plug-in construction in which the complete basic electronic components are contained on a fibre-glass epoxy resin-filled terminal board easily removed or inserted; a high-speed rewind which enables 900 ft. of tape to be rewound in about 1¾ minutes. Price: $370-$505.

• International Telephone and Telegraph Corp. reports consolidated net income for 1958 to be $26,600,168 or $1.85 per share on the new stock, split two-for-one Feb. 5. This amounts to a 19% increase over the previous year when the figure was $22,412,814. The ITT board of directors voted to raise the annual dividend from 90 cents to one dollar per share, with the initial 25-cent quarterly dividend payable April 15 to stockholders of record on March 20.

• Dutrex Industries Inc., N. Y., has been granted exclusive sales rights to



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DuMont renewal-type tv picture tubes, according to Joseph P. Gordon, manager, Electronic Tube Div., Allen B. DuMont Labs, Inc. The independent sales agency previously received all sales rights for DuMont's radio receiving tubes for the renewal market.

• RCA has published a color tv broadcasting manual designed for use in planning, operating and maintaining a color station. Entitled "Color Television" and priced at $10, it is for RCA's training programs as well as the public.

• Gates Radio Co., Quincy, Ill., announces the sales of its model FM-10A 10 kw fm transmitter to WWJ Detroit.

• Blonder-Tongue Labs Inc., Newark, N.J., has introduced AB-2 Broadband Tv Amplifier, antenna-mounted booster. The company says that this addition to the B-T line improves picture and sound under all weak-signal conditions. The newly-developed 6DJ8 (frame grid) tube is used in the preamp circuit.

AB-2 features all-channel vhf circuitry; aluminum weatherproof case; swing-down chassis; remote operation up to 600 ft. from the tv receiver, and new 300 ohm "no-strip" terminal connections. Price (AB-2 and control box): $54.95. Catalog available from B-T's Newark sales office.

40 MILLION MILES Broadcast challenge deadlined next year

The U.S. must learn how to maintain communications up to 40 million miles in 1960 and to hundreds of millions of miles as soon thereafter as possible, Dr. T. Keith Glennan, head of the National Aeronautics & Space Administration, told delegates to the Electronic Industries Assn.'s spring conference in Washington March 19.

Dr. Glennan noted that the Pioneer IV payload, launched March 3, sent back data until it had gone 406,000 miles from the earth's surface, though weighing only 13.4 pounds. This was some 32,000 miles longer than the Russian Lunik, which carried an advertised payload of almost 800 pounds, he said.

The NASA head said the use of satellites offers the possibility of a solution to the growing problem of world communications. A satellite system with almost unlimited bandwidth could be provided, using existing microwave techniques, and television which requires the equivalent of 1,000 voice channels, would find great utility in this feature, he said.

"Passive" Plan • He said NASA plans to launch a "passive" system communications satellite into orbit this fall—a 100-foot-diameter, plastic, aluminum-coated sphere weighing 150 pounds. Such a passive satellite carries no electronic equipment, the transmitted energy being beamed at the satellite which will reflect the energy in all directions. Since the signals will be weak, high powered transmitters will be needed to send energy to the sphere and very sensitive receivers, antennas and tracking equipment will be needed to pick up the reflected energy, he said. The passive satellite's advantages are that since it carries no electronics, it lends itself to multiple, "party-line" use, and since it carries no frequency determinants, the bandwidth or amount of intelligence carried would be unlimited. Launching of two more of these satellites is planned in 1960.

Another type of satellite, carrying both receiver and antenna, would receive signals beamed from the earth and immediately rebroadcast them on another frequency. If put in orbit at an altitude of about 22,000 miles its speed would cause it to appear to be stationary in space with respect to a point on the earth's surface. This system, perhaps further in the future, would permit larger fixed antennas. But there are difficult engineering problems, he said, among them a method for precise positioning of the satellite in orbit and for supplying power to its receiver-transmitter equipment over a long period.

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Hammond patents plan for oceanic tv relay

A method of using the ionosphere to relay tv signals across oceans on a delayed basis has been patented by radiocommunications inventor John Hays Hammond Jr. of Gloucester, Mass.

Mr. Hammond said his method, using radio frequencies in the 10-30 mc area, is much cheaper than microwave link systems or cables. He said the system could be used to relay tv programs thousands of miles, spanning bodies of water and mountainous terrain.

Mr. Hammond's method is to transmit tv programs in the 10-30 mc area by compressing the modulating-frequency bandwidth so as to "limit the fractional bandwidth of the radio emission to practical values." If the same fractional bandwidth is permitted at a lower carrier-wave frequency as in standard tv the reduction of the modulation system would have to be in the same ratio as the reduction in carrier wave frequency, and this reduction factor might be no more than 2 to 3 to effect a "very considerable" increase in range of transmission, he said.

This compression of the modulation spectrum necessarily would increase the time required to transmit a program by the same factor, he said. Mr. Hammond's plan is to multiplex two halves of a one-hour program or two separate programs simultaneously to keep up a regular schedule.

His steps would be (1) record video, synchronization and audio on magnetic tape at normal speed; (2) run the tape at a fraction of normal speed with the video and synchronization signals only used to modulate a multiplex transmitter having a lower frequency than that required for direct tv broadcasts (other channels of the frequency would be transmitting simultaneously the signals for additional transmitters); (3) receive at a distant station the two or more compressed signals, separately derived from multiplex channels, and record them on tapes driven at a fractional speed; (4) run tapes at normal speed to modulate in the usual way a tv transmitter for local broadcast.

Audio signals recorded and compressed in step No. 1 would be transmitted to distant stations by wire or other radio channels and recorded on the final tape in step No. 4 in the proper time relation to video signals, Mr. Hammond said. Since the compressed audio band is very small in relation to the video band it offers no difficulty, he said.

Air attack • KHJ-TV has launched a new offensive to capture the viewer between shows. Visual and aural copy for all ID's, station breaks and program introductions have been revamped. In the sequence here, movement is added to a still technique by using slides in series. The dancers, KHJ-TV's new air symbol, move in and out of a screen within a screen. Audio behind this and other promotional art is a series of "upbeat" jingles, sung to orchestrated accompaniment and voicing KHJ-TV's program appeal to youthful viewers.

KHJ-TV has its new battery of 29 recorded jingles, promotional and program introductions lined up on MacKenzie selective program repeaters (BROADCASTING, March 2) for use at the touch of a button. (KHJ Los Angeles, radio affiliate of KHJ-TV, also is using a bank of MacKenzie machines for its own new promotional series.)

The KHJ-TV push is designed to accentuate the station personality already established in programming. Vice president-general manager John T. Reynolds explains: "Television in the past decade has advanced tremendously in programming, but the on-air program and station promotion has stayed right where it was: a static slide announcing that Joe Blow will be on at eight tonight. . . . We decided to get out of that well-worn rut."

'Roll them bones' robot

Automation has invaded the ancient and honorable game of dice-throwing. At the NAB convention in Chicago, TelePrompTer Corp., N.Y., sponsored a game of electronic galloping dominoes on TeleMation control units. Stacks of punchcards were shuffled and fed into a unit. As each card went through the TeleMation unit, it simulated a roll of the dice.

A 1959 Studebaker Lark, offered as first prize in the TelePromTer promotion, went to Norman Heffron, program director of KOTA-TV Rapid City, S.D. TeleMation, developed for use in live and closed-circuit tv, is an "electronic stage manager" which automatically cues in a variety of stage effects.

Statewide play for WCCO

The Minnesota high school basketball tournament (March 16-21) signaled a long schedule of special promotions by WCCO Minneapolis. Two weeks of preliminary events, with bulletin coverage of 32 district basketball games and regional tournaments, kicked off the station's campaign.

On-site broadcasts from all regional games by the WCCO news bureau and sports department followed. After the games, WCCO produced eight special tape programs for regional winners, each tailored for playback in the winners' hometowns. These programs were the center of pep rallies in the towns.

An awards dinner was given March 21 by WCCO which honored 120 high school athletes and their coaches. Preceding the dinner WCCO broadcast a four-hour dance party for the thousands of students gathered in Minneapolis for the tournament.

KLAD and the lasses

Promoters at KLAD Klamath Falls, Ore., sifted through some 1,500 entries in the first of six weekly contests for station slogans. Their pick: "This is KLAD—the station that spends more time with your wife than you do." The author got a week's vacation with spouse in Reno, Nev.

Birthday decathlon

WTVJ (TV) Miami, Fla., made sport of its 10th birthday on land, sea and in the air. More than 22,000 came out to a water show, where stars of the *Whirlybirds* series flew in as a side attraction. Some of the marine acts were televised. Other events: a WTVJ Anniversary Handicap at Gulfstream Park racetrack, feature games at two jai alai arenas and main races named for WTVJ at two dog tracks. The station also rounded up 18

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viewers who were born on its birthday 10 years ago and staged a studio party.

• Drumbeats

• KBUC Corona, Calif., transmitted a program 3,000 miles to Newark, N.J., March 23. The program, especially for the Newark News Radio Club, was broadcast at 3:30 a.m. EST. KBUC is on 1370 with 1 kw.

• KALL Salt Lake City stole a march on spring to put consumers in the mood to buy. Beginning March 9, listeners were asked to "swing into spring with the most colorful station in town" at every station break and after each record in disc shows. KALL saw results in local sales of new clothes.

• Many of the public officials who taped 10th-anniversary congratulations for WONE Dayton, Ohio, singled out a civic slogan for praise. The byword, "Dayton, the city beautiful," was written by Ronald B. Woodyard, president-general manager of WONE.

• A weekly half-hour film show over KGW-TV Portland, Ore., called *Fishing & Hunting Hilites*, drew 8,000 pieces of mail during February with a fishing boat contest.

• WCKR Miami, Fla., is giving the audience a chance at a microphone. At the local home show (March 20-April 5) the station booth is set up to record visitors' voices and play them back.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

March 19 through March 25. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ. Ann.—Announced.

Existing Tv Stations

CALL LETTERS ASSIGNED

WTOM-TV Cheboygan, Mich.—Midwestern Bcstg. Co. Ch. 4. Changed from WBDG-TV.

WPCA-TV Camden, N.J.—Young Peoples Church of the Air Inc. Ch. 17. Changed from WKDN-TV.

WNED-TV Buffalo, N.Y.—Western New York Educational Television Assoc. Inc. Ch. 17.

KVNU-TV Logan, Utah—Cache Valley Bcstg. Co. Ch. 12.

New Am Stations

APPLICATIONS

Homer, Alaska—Kenai Peninsula Radio Inc. 1370 kc. 1 kw. P.O. address Homer, Alaska. Estimated construction cost $13,266, first year operating cost $27,000, revenue $33,000. Applicant corporation is 48% owned by **Homal Inc.** and 24% owned by **Radio Anchorage Inc.** which owns KBYR Anchorage, and is majority stockholder in KFRB Fairbanks, both Alaska. Ann. March 25.

Placerville, Calif. — Trans-Sierra Radio 1430 kc, 500 w D. P.O. address 3715 College Ave., Sacramento. Estimated construction cost $15,000, first year operating cost $48,000, revenue $60,000. Sole owner **John Matranga**, has one-third interest in KGMS-AM-FM Sacramento. Ann. March 25.

Hartford, Conn.—Berkshire Bcstg. Corp. 1550 kc, 500 w D. P.O. address 207 Main St., Danbury, Conn. Estimated construction cost $14,139, first year operating cost $65,000, revenue $70,000. Applicant is licensee WLAD Danbury. Ann. March 19.

Blackshear, Ga.—Collins Corp. of Georgia 1350 kc, 500 w D. P.O. address Box 454, Vidalia, Ga. Estimated construction cost $16,241, first year operating cost $36,000, revenue $40,000. Applicants are **F. K. Graham** (53%), **Richard C. James Jr.** (30%), **M. F. Brice** (2.6%) and seven others. Mr. Graham is half-owner WYTH Madison, Ga., Mr. Brice is half-owner WVOP Vidalia, Ga. and Mr. James is wholesale grocer. Ann. March 20.

Takoma Park, Md. — Greater District Bcstg. Co. 940 kc 10 kw D. P.O. address 2212 Walnut St., Philadelphia 3. Estimated construction cost $192,756, first year operating cost $126,480, revenue $174,720. Applicant is owned by **Consolidated Sun-Ray Inc.** which also owns WPEN-AM-FM Philadelphia and is awaiting FCC approval for purchase of WSAI-AM-FM Cincinnati and WALT Tampa, Fla. Ann. March 19.

Benson, N.C.—George G. Beasley 1580 kc, 1 kw D. P.O. address Route 2, Mt. Airy, N.C. Estimated construction cost $7,300, first year operating cost $22,000, revenue $34,000. Mr. Beasley is high school instructor. Ann. March 25.

Clinton, Tenn.—Mountain Empire Radio Co. 1460 kc, 500 w D. P.O. address Sylva, N.C. Estimated construction cost $14,562, first year operating cost $40,000, revenue $60,000. **James B. Childress** (51%) has ¼ interest in WMSJ Sylva, N.C., and owns WKRK Murphy and WKSK West Jefferson, both North Carolina. **James E. Reed** (49%) is retail furniture salesman. Ann. March 20.

Belton, Tex.—Belton Bcstrs. Inc. 940 kc, 1 kw D. P.O. address Box 238, Belton. Estimated construction cost $30,971, first year operating cost $60,000, revenue $72,000. Principals of applicant are (20% each): **Roy Sanderford, C. V. Griggs, Oliver Gould, Fred H. Guffy** and **Ray Gibson.** Ann. March 25.

Eagle River, Wis.—Eagle River Bcstg. Co. 950 kc. 1 kw D. P.O. address 221 First Ave., N.E., Oelwein, Iowa. Estimated construction cost $24,250, first year operating cost $40,000, revenue $55,000. Equal owners are **Walter J. Teich,** who has interest in KOEL Oelwein, Iowa and **Ken S. Gordon,** station manager KDTH Dubuque, Iowa. Ann. March 23.

Existing Am Stations

APPLICATIONS

KLAK Lakewood, Colo.—Cp to change power from 1 kw unl. to 1 kw, 5 kw-LS (increase day power) and install new trans. (1600 kc) Ann. March 25.

WSOY Decatur, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. March 19.

KMAR Winnsboro, La.—Cp to increase power from 500 w to 1 kw. (1570 kc) Ann. March 25.

WJON St. Cloud, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc) Ann. March 25.

WMID Atlantic City, N.J.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. March 20.

WKNY Kingston, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc) Ann. March 19.

KLIQ Portland, Ore.—Cp to increase power from 1 kw to 5 kw and install new trans. (1290 kc) Ann. March 23.

WAEB Allentown, Pa.—Cp to change power from 1 kw, 500 w LS to 1 kw, unl. (increase day power), new trans. site for daytime operation (2 site location), install new DA system for daytime use and new ground system, install new trans. for daytime use (2 main transmitters) (no change in nighttime operation). (790 kc) Ann. March 19.

WTTN Watertown, Wis.—Cp to increase power from 250 w to 1 kw, change ant.-trans. location, make changes in ant. and ground systems and install new trans. (1580 kc) Ann. March 19.

CALL LETTERS ASSIGNED

WKRT Cocoa Beach, Fla.—Mel Wheeler. 1300 kc. Changed from WGHS.

WCGO Chicago Heights, Ill.—South Cook Bcstg. Inc. 1600 kc.

KNIA Knoxville, Iowa—Grinnell Bcstg. Corp. 1320 kc.

WBOX Bogalusa, La.—J. A. Oswald. 920 kc. Changed from WHXY.

WHRW Bowling Green, Ohio—Howard R. Ward. 730 kc. Changed from WTLG.

WBNT Oneida, Tenn.—Scott Bcstg. Co. 1310 kc.

KVLG La Grange, Tex.—Colorado Valley Bcstg. Co. Ltd. 1570 kc.

WDTI Danville, Va.—Radio Danville Inc. 970 kc.

New Fm Stations

APPLICATIONS

San Diego, Calif.—Bible Institute of Los Angeles Inc. 102.5 mc, 2.4 kw. P.O. address 558 S. Hope St., Los Angeles 17. Estimated construction cost $25,500, first year operating cost $12,000, revenue $14,000. Applicant, nonprofit religious organization, also owns KBBI (FM) Los Angeles. Ann. March 25.

Miami, Fla.—Bayfront Bcstg. Corp. 93.1 mc, 17.575 kw. P.O. address 601 Northeast 30 Terrace. Estimated construction cost $24,287, first year operating cost $20,000, revenue

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$25,000. Applying are **Richard L. Lapidus, C. Russell Lea, Clinton C. Wells** (16.6%) and nine others, with less than 6% interest each. Mr. Lapidus and Mr. Wells are employes of advertising agencies and Mr. Lea is employe WPIX-TV New York. Ann. March 20..

Westminster, Md.—Carroll County Bcstg. Corp. 100.7 mc, 4.592 kw. P.O. address Box 28. Estimated construction cost $12,345, first year operating cost $3,000, revenue $3,000. Applicant is licensee WTTR Westminster. Ann. March 25.

Houston, Tex.—E. F. Weerts. 94.5 mc, 7.63 kw. P.O. adddress 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $18,915, first year operating cost $38,400, revenue $48,000. Mr. Weerts owns San Diego restaurant. Ann March 23.

***Williamsburg, Va.—College of William and Mary in Virginia.** 81.9 mc, 0.0032 kw. P.O. address Williamsburg, Va. Estimated construction cost $5,550, first year operating cost $1,200. Ann. March 25.

Existing Fm Stations

CALL LETTERS ASSIGNED

WTTV-FM Bloomington, Ind. — Sarkes Tarzian Inc. 92.3 mc. Changed from WTTS-FM.

WFBM-FM Indianapolis, Ind.—Twin State Bcstg. Inc. 94.7 mc.

WCBM-FM Baltimore, Md. — Baltimore Bcstg. Corp. 106.5 mc.

WCHD (FM) Detroit, Mich.—Radio Station WCHB of Bell Bcstg. Co. 105.9 mc.

KCOM (FM) Omaha, Neb.—Delta Bcstg. System Inc. 96.1 mc.

WBUF (FM) Buffalo, N.Y. — Albertson Bcstg. Corp. 92.9 mc. Changed from WBNY-FM.

WAEF-FM Cincinnati, Ohio—North Cincinnati Bcstg. Co. 104.3 mc.

WNOB (FM) Cleveland, Ohio—Northern Ohio Bcstg. Co. 107.9 mc.

*KOSU-FM Stillwater, Okla.—Oklahoma State U. of Agriculture & Applied Science. 91.7 mc. Changed from KAMC-FM.

KEED-FM Springfield-Eugene, Ore. — KEED Inc. 93.1 mc. Changed from KEGA (FM).

KGMI (FM) Bellingham, Wash.—International Good Music Inc. 92.9 mc.

WPRM-FM San Juan, P.R.—Puerto Rico Music Services. Changed from WSAD (FM).

Ownership Changes

APPLICATIONS

KHAT Phoenix, Ariz.—Seeks transfer of control from **Geoffrey A. Lapping** to **Radio K-HAT Inc.** for $73,000. Radio K-HAT Inc. is owned by **Harvey R. Odom,** who has interest in KHEY El Paso, Tex. and KMOP Tucson, Ariz. Ann. March 25.

KEZY Anaheim, Calif.—Seeks merger of **Radio Orange County Inc.** with **Anaheim-Fullerton Bcstg. Inc.** Anaheim-Fullerton and Radio Orange were competing applicants for cp. Under agreement of July 10, 1958, Anaheim-Fullerton dismissed is application with provision for merger with Radio Orange. **Sherrill C. Corwin** of Anaheim-Fulerton is purchasing 33% interest. After merger, Cliff Gill, present 55% owner KEZY will own 40% and have voting control of 12.25% owned by **Daniel Russell,** giving Mr. Gill control of license. Ann. March 24.

KPON Anderson, Calif.—Seeks assignment of cp from **Dante P. Lembi** and **Louis O. Kelso** to **Universal Electronics Network** composed of Messrs. Lembi and Kelso (4½% each), **John F. Carter** (23%), **Harry P. Graves** (16%), **George W. Artz** (20%), **Joseph W. Rupley** (16%) and **Norman C. Bayley** (14%). Consideration: stock in applicant corporation. Mr. Rupley has interest in KHOE Truckee, Calif. Ann. March 24.

KPOD Crescent City, Calif.—Seeks assignment of cp from **Norman C. Bayley** to **Universal Electronics Network** composed of Mr. Bayley and six others (see KPON above). Consideration: stock in Universal Electronics Network. Ann. March 24.

KTIP Porterville, Calif.—Seeks assignment of license from **Ralph F. Miller** to **Gateway Broadcasters Inc.** for $102,500. Applicants (25% each) are **Henry Clay Lindgren, Leo G. McClatchey** and **Gareth F.** and **Anna White Garlund.** Mr. Garlund is account executive KLX Oakland, Mrs. Garlund is attorney, Mr. Lindgren is psychology professor at San Francisco State College and Mr. McClatchy is lawyer. Ann. March 19.

KEOK Payette, Idaho—Seeks assignment of license from **Earl F. Hash** to **Everett S.** and **Rosemary Graham** and **A. V. Bamford** for $16,493. Mr. Bamford has minority interests in KMOP Tucson, Ariz.; KHOK Golden, Colo., and KHEY El Paso, Tex. Mr. and Mrs. Graham are employes of KEOK. Ann. March 24.

KXEL Waterloo, Iowa.—Seeks assignment of license from **Cy N. Bahakel** to **KXEL Bcstg. Inc.,** 100% owned by Mr. Bahakel. No consideration involved. Ann. March 24.

KASO Minden, La.—Seeks assignment of license from **Dixie Bcstrs.** to **Minden Bcstg. Co.** for approximately $41,000 (including assumption of debt). Partners are **Frederick A. W. Davis** (83%) and **Jimmie H. Howell** (16%). Mr. Davis has majority interest in WGLC Centerville, Miss., and in Pensacola (Fla.) Dons, professional baseball club. Mr. Howell is manager KASO. Ann. March 25.

WAMY Amory, Miss.—Seeks assignment of license from **Southern Electronics Co.** to **Southern Electronics Inc.** Change from partnership to corporation. No consideration involved. Ann. March 25.

WONA Winona, Miss.—Seeks assignment of license from **Southern Electronics Co.** to **Southern Electronics Inc.** Change from partnership to corporation. No consideration involved. Ann. March 25.

KLRJ-TV Henderson, Nev.—Seeks assignment of license from **Southwestern Publishing Inc.** to **Southern Nevada Radio & Television Co.** No consideration involved. Change in corporate structure only. Ann. March 24.

KORK Las Vegas, Nev.—Seeks transfer of control of **Southwestern Bcstg. Co.** from **Donrey Operating & Trading Co.** to **Southern Nevada Radio & Television Co.,** both owned by **Donald W. Reynolds.** Ann. March 24.

WSMN Nashua, N.H.—Seeks assignment of license from **Merrimack Valley Bcstg. Corp.** to **1590 Bcstg. Corp.** for $148,500. Applicant is composed of 12 equal stockholders, none with previous broadcast ownership. Ann. March 20.

WTNJ Trenton, N.J.—Seeks assignment of license from **WOAX Inc.** to **Delaware Valley Bcstg. Co.** for $200,000. Applicants are **Edward L. Cossman** (39%), **Joseph Schoenholz** (32%) and **Kalman Pruslin** (29%). Applicants have no previous broadcast interests. Ann. March 24.

KABQ Albuquerque, N.M.—Seeks transfer of control of **Duke City Bcstg. Corp.** from **Edward M. Sleighel** to **Nancy W. Sleighel.** After transfer, Mrs. Sleighel will own 69.46% and her husband will own 29.94%. No financial consideration involved. Ann. March 20.

WKAL Rome, N.Y.—Seeks assignment of license from **Copper City Bcstg. Corp.** to **Mid New York Bcstg. Corp.** No financial consideration involved. Ann. March 24.

WKTV (TV) Utica, N.Y.—Seeks assignment of license from **Copper City Bcstg. Corp.** to **Mid New York Bcstg. Corp.** No financial consideration involved. Ann. March 24.

KOME Tulsa, Okla. — Seeks transfer of control of 15% interest owned by **William R. Tyler** to **Charles W. Holt,** present 60% owner, for $500. Ann. March 25.

WJAR - AM - TV Providence, R.I. — Seeks transfer of control of 55% of **Outlet Co.** to **91065 Corp.** for $12,480,000. Outlet Co. also owns department store which purchasers say will be sold for not less than $4 million. With expected tax refund of more than $2 million, outlay for radio-tv property is approximately $6 million. 91065 Corp. is owned by New York realtor **William Zeckendorf** and Denver broadcaster **John C. Mullins.** 91065 Corp. is owned by **Tv Denver Inc.,** licensee KBTV (TV) Denver. Ann. March 19.

KTER Terrell, Tex. — Seeks involuntary assignment of control of **Terrell Broadcast Corp.** from **Paul A. Wnorowski,** deceased, to **Ruby Wnorowski.** No financial consideration involved. Mrs. Wnorowski will own 90% of licensee. Ann. March 24.

KVAN Vancouver, Wash.—Seeks assignment of license from **KVAN Inc.** to **Don W. Burden** for $580,001. Mr. Burden has interest in KMYR Denver, Colo.; KOIL Omaha, Neb., and KWIK Pocatello, Idaho. Ann. March 20.

Hearing Cases

FINAL DECISIONS

Commission gave notice that Jan. 29 initial decision which looked toward granting application of Central West Virginia Service Corp. to change facilities of am station WHAW Weston, W.Va., from 1450 kc, 250 w, unl., to 980 kc, 1 kw, D, became effective March 20 pursuant to Sec. 1.153 of rules. Ann. March 25.

Commission gave notive that Jan. 30 initial decision which looked toward granting application of University Advertising Co. for new am station to operate on 1150 kc, 500 w, DA, D, in Highland Park, Tex., became effective March 21 pursuant to Sec. 1.153 of rules. Ann. March 25.

Commission gave notice that Jan. 29 initial decision which looked toward granting application of WKOX Inc., for new class B fm station to operate on 105.7 mc in Framingham, Mass., became effective March 20 pursuant to Sec. 1.153 of rules. Ann. March 25.

By order, Commission made effective immediately July 17, 1958 initial decision and granted application of Ottaway Stations Inc., to increase power of station WDOS Oneonta, N.Y., from 500 w to 1 kw, con-

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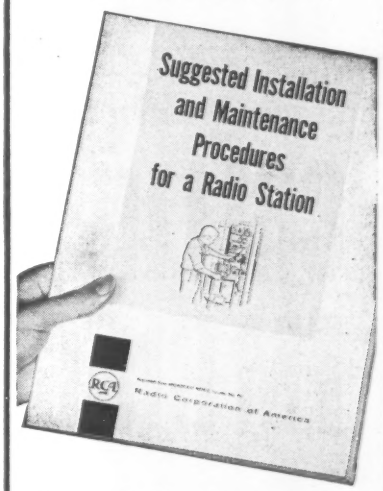

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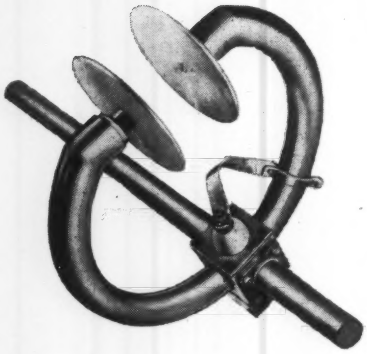

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tinuing daytime operation on 730 kc. Ann. March 25.

By order, Commission, on request by applicant, made effective immediately Feb. 17 initial decision and granted application of Johnston Bcstg. Co. for new am station to operate on 610 kc, 500 w, D, in Pensacola, Fla. Ann. March 25.

OTHER ACTIONS

By order, Commission dismissed as moot various pleadings and terminated proceeding on application of Supreme Bcstg. Co. Inc., for experimental tv operation on ch. 12 in New Orleans. Ann. March 25.

Commission advised Mr. Norman E. Jorgensen, attorney for Public Service Television Inc., that Mr. G. T. Baker will not be permitted to participate in oral argument in Miami, Fla., ch. 10 remand proceeding. Ann. March 25.

By memorandum opinion and order, Commission denied petition by WIRL Television Co. (WIRL-TV, ch. 25), Peoria, Ill., for stay of Moline, Ill., ch. 8 comparative proceedings pending final determination of litigation now pending in Court of Appeals involving reallocation of ch. 8. Ann. March 25.

By memorandum opinion and order, Commission granted protest by Standard Radio and Television Co. (KNTV, ch. 11), San Jose, Calif., to extent of designating for oral argument on April 24 application of United Bcstg. Co. for new class B fm station (KEEN-FM) in San Jose to operate on 100.3 mc; ERP 3 kw; ant. minus 150 ft.; postponed Jan. 21 grant of United application pending decision after oral argument; and made protestant party to proceeding. Ann. March 23.

Majority of Commission on March 25 directed preparation of document looking toward denying petition by Walter T. Gaines for partial reconsideration of Dec. 12, 1958, decision which (1) granted protest by Community Service Bcstg. Corp. (WCSS), Amsterdam, N.Y., and (2) revoked July 18, 1957 grant of cp and denied application of Gaines for new am station (WGAV) to operate on 1570 kc, 1 kw, D, in Amsterdam.

Commission on March 25 directed preparation of document looking toward striking exceptions filed by Joseph M. Ripley Inc., to Aug. 19, 1958 initial decision which looked toward granting Dan Richardson application for new am station to operate on 550 kc, 1 kw, D, in Orange Park, Fla., and denying Ripley application for same facilities in Jacksonville.

Commission on March 25 directed preparation of document looking toward striking appeal by Frederick J. Bassett and William E. Sullivan, d/b as K-UHF (TV), for review of Aug. 27, 1958 initial decision which looked toward granting application of Sherrill C. Corwin for new tv station to operate on ch. 34 in Los Angeles, Calif., and denying competing application of K-UHF (TV).

Routine Roundup

TOLL-TV

In subscription television proceeding, Commission announced that it will consider application by tv stations to test toll tv under conditions set forth in its Third Report, adopted March 23.

Commission has decided that such authorizations shall be limited to one market per subscription system and one subscription system per market and, further, that subscription programs shall not be broadcast simultaneously over more than one station.

Commission has also concluded that until decision can be reached as to definitive establishment of subscription tv service using broadcast facilities, public should not be called upon to purchase any special receiving equipment required for subscription tv operations but not needed for reception of "free" tv broadcasts.

Accordingly, Commission is now prepared to give consideration to such applications as may be submitted in conformity with Third Report requirements, and will take such action thereon as may be found in public interest in light of its review of such applications. It believes that this step is consonant with current congressional consideration of subject.

Third Report was adopted by Chairman Doerfer and Comrs. Hyde, Craven and Cross, with Comrs. Bartley and Lee concurring in result, and Comr. Ford not participating.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of March 20

KGUN-TV Tucson, Ariz.—Granted acquisition of positive control by H. U. Garrett through purchase of stock from C. M. Peters.

KOMA Oklahoma City, Okla.—Granted cp to install new trans. to be used as auxiliary trans., DA-N.

KHGM (FM) Houston, Tex. — Granted mod. of SCA to change sub-carrier frequency from 47 kc to 67 kc; condition.

KEEZ (FM) San Antonio, Tex.—Granted mod. of SCA to change sub-carrier frequency from 32.5 kc to 67 and 49 kc.

KLUB-FM Salt Lake City, Utah—Granted extension of completion date to July 22.

WJOB Hammond, Ind.—Granted extension of completion date to May 14.

WCBC-TV Anderson, Ind.—Granted authority to suspend operation for period ending June 20.

Actions of March 19

Granted licenses for following fm stations: KGMS-FM Sacramento, Calif.; remote control permitted; WFMQ Chicago, Ill., remote control permitted; WBVA Woodbridge, Va.

***WETL South Bend, Ind.**—Granted license for noncommercial educational fm station.

KCMO Kansas City, Mo.—Granted license covering installation new trans. at present main trans. site, as auxiliary trans. daytime and alternate main trans. nighttime.

KBPS Portland, Ore.—Granted mod. of license to change name to Benson Polytechnic School.

WIFI (FM) Glenside, Pa.—Granted cp to increase ant. height to 430 ft. and make changes in ant. system (increase height).

KRAK Stockton, Calif.—Granted mod. of cp to change ant.-trans. location and type trans.

KBRO Bremerton, Wash.—Granted request to cancel cp for am station.

WIOK Mount Dora, Fla.—Granted extension of authority to remain silent for period of 90 days, beginning March 11 and ending June 11.

WMLF Pineville, Ky.—Granted authority to sign-off at 8 p.m. through Sept. 15, except for special events.

WIBG-FM Philadelphia, Pa.—Granted extension of authority to remain silent for additional period of 60 days to May 24.

WNIL Niles, Mich.—Granted authority to sign-off at 7 p.m. through Aug. 31.

KIVY Crockett, Tex.—Granted authority

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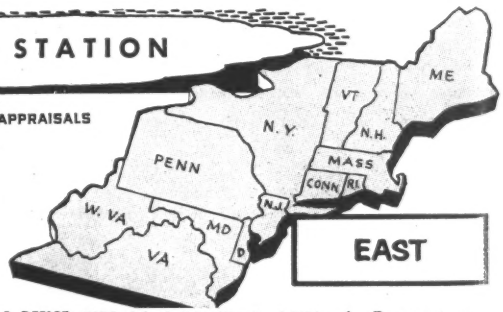

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to sign-off at 6 p.m. local time for period ending Sept. 30.

WAIN Columbia, Ky.—Granted authority to sign-off at 6 p.m. for period beginning April 1 and ending Aug. 31.

WORM Savannah, Tenn.—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m. during months of April through August.

WGYV Greenville, Ala.—Granted authority to sign-off at 6 p.m. local time for period beginning April 1 and ending Aug. 31.

KMLW Marlin, Tex.—Granted authority to sign-on at 6:30 a.m., sign-off at 6:30 p.m., for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

WKAR-AM-FM East Lansing, Mich. — Granted authority to remain silent March 29.

WMTL Leitchfield, Ky. — Remote control permitted.

Following stations were granted extensions of completion dates as shown: WBDG-TV Cheboygan, Mich., to Sept. 23; *KNFP (FM) Arlington, Calif., to June 30; KAJS (FM) Newport Beach, Calif., to Aug. 9, and KOBY-FM San Francisco, Calif., to July 1.

Actions of March 18

WDCL Tarpon Springs, Fla.—Granted acquisition of negative control by each William Hodding Carter Jr. and John T. Gibson through purchase of stock from McClain Bowman by licensee and retirement to treasury thereof.

KBRZ Freeport, Tex.—Granted assignment of licenses to William D. Schueler.

WACT Tuscaloosa, Ala.—Granted assignment of license to New South Radio Inc.

WWJ-FM Detroit, Mich.—Remote control permitted.

WRC Washington, D. C.—Remote control permitted while using non-directional ant.

WBZA Springfield, Mass.—Granted change of remote control authority.

KBCA Los Angeles, Calif.—Granted change of remote control authority.

KSDA Redding, Calif.—Granted extension of authority to remain silent for period ending June 1.

Actions of March 17

WTOL Toledo, Ohio — Granted cp to change ant. trans. location; make changes in ant. (decrease height) and ground systems; and install new trans.; remote control permitted; condition.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning March 21 and ending April 1 for recess.

WMNE Menomonie, Wis.—Granted authority to sign-off at 5:30 p.m. Monday through Saturday and 4 p.m. Sunday for period beginning April 1 and ending Sept. 30.

WVMC Mt. Carmel, Ill.—Granted authority to sign-off at 6 p.m. for period ending Aug. 31.

Actions of March 16

WCPK College Park, Ga.—Granted assignment of cp to College Park Bcstg. Inc.

WABW Annapolis, Md.—Granted acquisition of positive control by Max Reznick through purchase of stock from William and James Calomiris.

KOOK-TV Billings, Mont.—Granted mod. of license to change studio location.

KBAN Bowie, Tex.—Granted mod. of cp to change studio ant.-trans. location.

WBAL-TV Baltimore, Md.—Granted extension of completion date to Oct. 5 (aux. trans. & ant.).

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through March 25

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,301	42	114	657
FM	550	43	140	74
TV	448[1]	71	103	111

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through March 25

	VHF	UHF	TOTAL
Commercial	439	80	519[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

	AM	FM	TV
Licensed (all on air)	3,297	545	448[1]
CPs on air (new stations)	42	46	68[2]
CPs not on the air (new stations)	119	134	106
Total authorized stations	3,458	725	666
Applications for new stations (not in hearing)	490	44	43
Applications for new stations (in hearing)	130	24	63
Total applications for new stations	620	68	106
Applications for major changes (not in hearing)	519	38	40
Applications for major changes (in hearing)	45	0	15
Total applications for major changes	564	38	55
Licenses deleted	1	1	0
CPs deleted	0	0	1

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

ACTIONS ON MOTIONS

By Hearing Examiner Horace Stern on March 23

Closed record in Boston, Mass., tv ch. 5 proceeding; ordered parties to file briefs by April 20, and scheduled oral argument on May 1.

By Chief Hearing Examiner James D. Cunningham on March 20

Dismissed petition by WLAC Inc., for leave to intervene in proceeding on applications of F. M. Radio & Television Corp., and Norman E. Kay for am facilities in Escondido and Del Mar, Calif., with reference to application of F. M. Radio.

By Hearing Examiner Charles J. Frederick on March 20

Granted petition by Broadcast Bureau for extension of time from March 24 to April 8 to file proposed findings and conclusions and from April 7 to April 22 to file replies in proceeding on applications of Newark Bcstg. Corp. and WMGM Bcstg. Corp., for fm facilities in Newark, N.J., and New York, N.Y.

By Hearing Examiner Jay A. Kyle on March 23

On own motion, continued further prehearing conference from 2 p.m., March 27, to 10 a.m., March 30, in proceeding on applications of Mairite Bcstg. Co. and Dale Windnagel for am facilities in Tiffin and Oak Harbor, Ohio.

By Hearing Examiner Annie Neal Huntting on March 23

Upon request of Eastern States Bcstg. Co., Hamden, Conn., dismissed its petition for resumption of hearing in proceeding on its am application, et al.

By Hearing Examiner Herbert Sharfman on March 23

Granted petition by Broadcast Bureau for extension of time from March 20 to March 27 to file responsive pleadings to petition by Fisher Bcstg. Co., for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore.

By Commissioner John S. Cross on March 19

Granted petition by Broadcast Bureau for extension of time to March 23 to file responsive pleadings to petition to enlarge issues filed by David V. Harman in proceeding his am application and that of Tempe Bcstg. Co., and Richard B. Gilbert, all Tempe, Ariz.

By Chief Hearing Examiner James D. Cunningham on March 18

Granted petition by Broadcast Bureau for extension of time from March 18 to March 27 to file proposed findings of fact and conclusions in proceeding on fm applications of Falcon Bcstg. Co., Vernon, and Sierra Madre Bcstg. Co., Sierra Madre, both California.

By Hearing Examiner Millard F. French on March 20

On own motion, continued prehearing conference scheduled for March 23, at 9 a.m., to date to be set by subsequent order in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N.C., and Cumberland Publishing Co. (WLSI), Pikeville, Ky.

By Hearing Examiner H. Gifford Irion on March 19

Upon oral request of Broadcast Bureau, continued hearing from March 20 to March

Continued on Page 99

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Eastern group needs assistant station manager with sales and air background, several years staff experience, probably working now as announcer-salesman or pd and looking for chance to move up. Can offer full management position within 1 year. Desire family man with car. Send resume, tape and photo immediately. Box 343K, BROADCASTING.

Have program know-how? Opportunity in medium southern California city to share management, ownership if you can make successful contribution in program direction. You are probably now employed, so replies kept in strict confidence. Send personal, business resume, salary, when available. Box 372K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Manager with strong sales background. Family man in late 30's or 40's. Single station. AM market with fm under construction. Write Richard Beatty, WOHI, East Liverpool, Ohio, or phone Fulton 5-9500.

Sales

Salesman—Excellent opportunity for good producer. Strong independent, major Indiana market $6,000 plus. 144K, BROADCASTING.

Established Texas station needs versatile, experienced salesman - announcer. Start $400.00 plus bonus. Box 283K, BROADCASTING.

Salesman. Expanding sales staff of number one rated station in major Florida market to keep pace with growth of area. 5 kw music and news independent programming modern concept requires young, experienced, creative hard worker. Guaranteed salary against commission. Send photo, tell all in first letter. Box 331K, BROADCASTING.

250 watt north central Ohio radio station has opening for salesman. Must be able to produce. Draw and commission. Also have opening for girl continuity writer. Box 335K, BROADCASTING.

Traveling salesmen. Need extra income? Producer of quality station breaks and jingles needs top flight salesmen in all territories. Contact Box 341K, BROADCASTING.

Excellent salary plus commissions plus profit sharing for high caliber radio salesman for North Carolina's number one daytime station. Good working and living conditions. Must be able to be fully investigated and placed under bond. Give all details in first letter. Box 360K, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Help Wanted—(Cont'd)

Sales

Salesman for Fort Collins in foothills of Rocky Mountains midway between Denver, Colorado and Cheyenne, Wyoming. Excellent salary and incentive commission. Send your record of sales performance and photo to Radio KCOL, Fort Collins, Colorado and join the "Rush to the Rockies".

Salesman experienced. Excellent fulltime station. Market covers 65,000. Base and commission. Jim Ballas, G.M., KCOW Radio, Alliance, Nebraska.

Growing Iowa station needs additional experienced salesman-announcer. Send resume and picture. KMAQ, Maquoketa, Iowa.

Expanding under new owners. Want aggressive man to sell good station against good competition. You can't coast in this job. Contact Ray Cheney, KRES, St. Joseph, Missouri.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM-Radio, El Paso, Texas.

Experienced radio salesman with ideas and follow through to sell for leading regional station in highly competitive market. Send resume, proven record and references to Gene Conrad, WERC, R.D. #4, Robinson Road, Erie, Pennsylvania. 9-9647.

Radio time salesman: WFRL, Freeport, Illinois, needs full-time professional radio time salesman to fill vacancy which guarantees minimum earnings and offers up to 40% commission on sliding pay scale. $400 per month guarantee for three months to start. Send full details including monthly billing for past six months to Dave Taylor. Interview necessary.

WGEE, Indianapolis, Indiana has immediate opening for experienced account executive. Prefer young man who has learned the business in a small or medium market and feels ready for a ½ million market. Guarantee while getting started, no limit on earnings. You'll represent a top rated station with a sales story that makes selling easy and fun. Send complete resume and photo to Arnold C. Johnson, Vice President, General Manager, Radio Station WGEE, 4800 East Raymond St., Indianapolis, Ind.

Two highly qualified salesmen to join expanding 8-station radio-tv chain. Age 21-36. Opportunities to advance to management. Excellent draw, 15% commission. For Norfolk, Va. and Wilmington, Del. Send background, history of billings and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Del.

Announcers

New south Florida station metropolitan **market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.**

California station wants announcer who is unable to vent his humorous personality on air where now employed. Top pay. Box 942H. BROADCASTING.

Experienced morning man who can also sell part-time. No drunks, drifters, hillbillies. E. Carolina, 250 MBS. Tell all including salary requirements. Box 242K, BROADCASTING.

Established Virginia full time station wants announcer with first phone, no maintenance. Box 314K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening: Combination announcer-engineer. Must be top announcer; technical duties light. Southeastern regional independent. Reply Box 330K, BROADCASTING.

Need experienced, enthusiastic air salesman for fast growing eastern group. Must have at least 1½ years air experience. Pay $90 week to start with, regular raises. Send tape, photo, and resume immediately. Box 344K, BROADCASTING.

Authoritative announcer, first phone. Excellent opportunity for advancement, new plant and equipment. Medium size station. Ohio valley, Send tape, photo, resume. Box 346K, BROADCASTING.

Fulltime sports announcer. Daily sportscasts tv-radio. High school football, basketball, radio play-by-play. Write local sports copy and cover sports beat. Box 347K, BROADCASTING.

KBUD, Athens, Texas seeking experienced staff announcer.

Top Texas independent needs experienced announcer-first phone engineer for midnight to 6 a.m. shift, six days per week. Salary based upon experience, ability and desire to get ahead. Call or write William Duke, Station Director, Radio Station KDSX, Denison, Texas.

Announcer-first phone, no maintenance. Two weeks vacation, health insurance, new studios and equipment mobile units air and auto. Adult programming, start $433.00, need immediately. Phone Mr. Jae, KHMO, Hannibal, Mo., Number 3450.

WCIL, Carbondale, Illinois, needs experienced staff announcer who can handle selling and servicing. Good opportunity for a good man. Send tape, references, resume. Paul F. McRoy, Manager.

Washington D.C. area's number one station auditioning exceptional, fast, modern announcers. Send tape. WEAM.

WELM, Elmira, N.Y., losing top-rated morning man in market. Replacement must be capable of maintaining ratings. Lively, imaginative, announcer who can ad lib and do outstanding sales job with heavy commercial load, is needed. Opening is April 15th. Contact General Manager, WELM.

Want to live in sunny south Florida? Top salary and golden opportunity awaits fast paced top 40 dj. Must work own board with five years experience in production and news. Rush tape and resume to WGMA, Box 539, Hollywood, Florida.

Radio-announcer, FCC restricted license minimum. $2.00 per hour plus time and a half for overtime, six day week, forty-eight hours maximum. Operate Gates board. Must have good voice. Submit photo, tape, and details with first letter to John M. Spottswood, WKWF, Key West, Florida.

Woman announcer. Now auditioning for woman announcer who can write good copy and aid in sales calls. Send full information background references, photo, tape. Personnel Dept., WLAC Radio, Nashville 3, Tennessee.

Announcer-copywriter. Send audition tape, resume, sample copy, references. WNCO, Ashland, Ohio.

Wanted. Announcer with all-around experience to handle music-news and sports format. Immediate opening. Send tape, photo and resume to WPIK, Alexandria, Virginia.

WANTED TO BUY

Stations—(Cont'd)

Financially responsible group will buy outright or finance station which may be in red but has possibilities. Box 375K, BROADCASTING.

Radio stations in the mid-west. Send details to L. L. Gould, Mid-America Broadcasting System, Inc., P.O. Box 297, Highland Park, Illinois.

Equipment

DuMont video switching and mixing equipment, type TA-178-B. Box 206K, BROADCASTING.

6N or 8N disc cutter, complete with amplifier. Box 263K, BROADCASTING.

A used 10 kw General Electric fm amplifier. Must be in good condition. Box 312K, BROADCASTING.

AM frequency monitor usable in remote control operation. Tom Carr, Ponte Vedra Beach, Florida.

Wanted, Ratheon limiting amplifier. Must be in perfect condition. Give price and all details first letter. Nathan Frank, Twin City Broadcasting Corporation, Box 1041, Henderson, N.C.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

First phone license in six weeks. Guaranteed instruction. Next class—April 6. Elkins Radio License School of Atlanta, 1139 Spring Street, N.W., Atlanta 9, Georgia.

BUSINESS OPPORTUNITY

Operate area radio-tv talent search: cooking schools, special promotions. If you want permanent money-making opportunity it's yours if you can sell. Box 171K, BROADCASTING.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 3¾ x 5¾ $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

South Texas taped farm news. Borom, 111 Ellwood, San Antonio.

Sales to agencies, etc. for helicopter flying the freeways. 15%. Tel.: ANgelus 2-5253, Los Angeles, California.

DJ's—Put life in your shows with gags—one-liners-quips. Send $1.00 to Gaglines, Box 409, Wellsville, New York.

RADIO

Help Wanted—Management

STATION MANAGER

To direct sales and programming at 5000 watt radio station medium midwest market. Substantial salary plus excellent commission makes exceptional, permanent position for experienced proven man. Send summary of experience and recent picture to:

Box 200K, BROADCASTING

Help Wanted—(Cont'd)

Technical

FIELD ENGINEER

3 to 5 years experience in TV broadcasting, either as design or station engineer. Familiar with testing and all technical procedures in trouble-shooting electronic equipment. Prior experience as field engineer and willingness to travel extensively desired.

Excellent opportunity with rapidly expanding company. All benefits. Reply stating education, experience and salary desired, to: Box B 169, 125 W. 41 St., New York.

RADIO

Situations Wanted—Management

Just sold station. Because of family's health must relocate in Arizona or Southern California. Manager on percentage or lease with option to buy. 14 years radio experience.

Box 319K, BROADCASTING

TELEVISION

Help Wanted—Sales

TV FILM SALES—Mid-West Operating Base—Chicago

Fast-growing, solidly established TV Film Company has immediate need for salesman to cover eight states. Permanent position for man who is ready to grow with the company and devote considerable energy to an exciting sales career. Please submit detailed resume and photo plus average earnings 1957-58. Interviews in Chicago or New York.

Box 368K, BROADCASTING.

FOR SALE

Equipment

FOR SALE:

To educational Broadcasters

One 6A1 RCA 6-bay high band antenna used on Channel 11. In satisfactory service for four years in dry desert climate until September, 1958 when replaced by higher gain antenna.

Address inquiries to Leavenworth Wheeler, Chief Engineer, KIVA-TV, P.O. Box 1671, Yuma, Arizona.

Will Sell For BEST OFFER

76-B2 RCA Console with Power Supply. 86-A1 RCA Limiting Amplifier. Fairchild 16" Recorder, variable groove, with dual mixing amplifier and playback. Write KXO, El Centro, Calif.

MISCELLANEOUS

ATTENTION RADIO STATION OWNERS AND GENERAL MANAGERS, NOW NATIONAL SALES.

NOW! DYNAMIC . . . NEW LEADERSHIP IN MARKETS RARELY COVERED

NOW NEW NATIONAL REPRESENTATION FORMING FOR RURAL, SMALL AND MEDIUM MARKETS

That will assure you to have your share of national sales. Now the national spot picture is yours with this new pulsating and dynamic national representation now forming that will exclusively sell, promote and extend all efforts and facilities in research to guarantee your share of national sales and prestige. Plus to assist you in any form to increase further profits by offering consultation on format, programming, promotion, merchandising and research to make it even more a must for you to take part of the national spot picture. Here's your opportunity to participate on how you can take part for your share of national spot sales. Be among the first to participate, the first to benefit from national representation now forming, offering pulsating leadership in this hitherto under-developed markets. Potential . . . ? Greatest! Lucrative . . . ? You Bet!

Call, telegram, or write to:

1472 Broadway, Suite 308
New York 36, N. Y. Bryant 91883

There will be attractive national spot packages that will lure national advertisers to your radio station now with new and a dynamic national representation now forming.

NEW MONEY SERVICE!!

Now, increase station revenue and ratings with this proven formula:

WIRE: *(or write)*

THE RADIO DOCTORS
2563 Fourth Street
(P.O. Box 306)
Fort Myers, Florida

No obligation
All discussions confidential!

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

STATIONS FOR SALE

What Would You
OFFER
Calif.—Local—Rural
With own Modern Building and several acres land. 1958 gross nearly $200,000. Owner needs to give full attention to other business. Terms or substantial discount for cash. No Brokers. Write Box 328K, BROADCASTING.

CALIFORNIA 5 KW
FULL-TIME
Proved number 1 in fast growing market of over 300,000 people. $225,000 all cash.
Box 361K, BROADCASTING.

Fla.	Single	250w-F	55M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Md.	Single	500w-D	65M	cash
W.Va.	Small	250w-F	30M	cash
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-D	175M	terms
Pa.	Sm-med.	1kw-D	100M	terms
Fla.	Medium	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
Va.	Metro	1kw-D	150M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	225M	terms
South	Medium	VHF-TV	750M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
atlanta, 1182 w. peachtree
chicago, 205 w. wacker
new york, 1270 ave. of americas
santa barbara, 33 w. micheltorena

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from Page 94

25 in proceeding on am application of Booth Bcstg. Co. (WBBC), Flint, Mich.

By Chief Hearing Examiner James D. Cunningham on dates shown

Denied petition by Coral Television Corp. for acceptance of "motion to strike appendix to reply of south Florida Amusement Co., Inc., and parts of such reply based thereon and supplemental response," and rejected "motion to strike . . . and supplemental response" in Miami-Perrine, South Miami, Fla., ch. 6 proceeding (Action March 18).

Granted petition by F. M. Radio & Television Corp., for dismissal without prejudice of its application for am facilities in Escondido, Calif., and retained in hearing status application of Norman E. Kay for am facilities in Del Mar, Calif. (Action March 19).

By Hearing Examiner Millard F. French on March 17

Granted in part petition by Rev. Haldane James Duff, Seattle, Wash., for extension of time for exchange of exhibits in proceeding on its am application and that of Northwest Bcstrs. Inc., Bellevue, Wash.; and continued date for exchange of exhibits from March 18 to April 8.

By Hearing Examiner Isadore A. Honig on March 19

On own motion, scheduled prehearing conference for April 1 in proceeding on am application of Sussex County Bcstrs. (WNNJ), Newton, N.J.

By Hearing Examiner Annie Neal Huntting on March 19

Granted motion by Southwest Bcstg. Co., Inc., Redlands, Calif., for leave to amend its application to specify class A fm station to operate on 96.7 mc in lieu of class B on 95.1 mc, and make related changes, and removed application from hearing.

Scheduled prehearing conference for April 6 in proceeding on application of Joseph F. Sheridan for am facilities in Ukiah, Calif.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings for May 1 in the following proceedings: Joseph F. Sheridan for am facilities in Ukiah, Calif.; Easton Bcstg. Co. for am facilities in Easton, Md. (Actions March 17).

Granted petition by Mansfield Bcstg. Co. for dismissal without prejudice of its application for consent to assignment of license of WCLW Mansfield, Ohio (Action March 16).

By Hearing Examiner Elizabeth C. Smith on March 16

Granted motion by Radio South Inc. (WXLI) Dublin, Ga., to continue without date hearing scheduled for April 2 in proceeding on its am application and that of Ethel Woodward Williams, et al., executors of last will and testament of Jack Williams, deceased (WAYX) Waycross, Ga., pending action by Commission on petitions by Radio South Inc. for reconsideration and grant without hearing of its application and for expedited action on such petition.

By Hearing Examiner Thomas H. Donahue on March 17

Granted petition by Lakeside Bcstrs., Sparks, Nev., for continuance of hearing on its am application and on examiner's own motion continued hearing from March 19 to April 1.

Granted motion by Liberty Television Inc., for extension of time for filing proposed findings and replies in proceeding on its application and that of KEED Inc., for new tv stations to operate on ch. 9 in Eugene, Ore., and extended time for filing proposed findings from March 19 to March 24 and from April 2 to April 7 for filing replies.

By Hearing Examiner J. D. Bond on March 16

Pursuant to agreements reached as shown by transcript record of further prehearing conference held March 13, scheduled hearing of evidence on issue number 1 for April 27 in New Bedford, Mass., ch. 6 proceeding (Wilson Broadcasting Corp., et al).

PETITION FOR RULEMAKING FILED

Leon P. Gorman, Bangor, Me. (3-16-59)— Requests assignment of ch. 7 to Bangor, Me. by amending rules as follows:

	Present	Proposed
Bangor, Me.	2–, 5+, 16–	2–, 5+, 7–, 16–
Calais, Me.	7–, 20–	20–

NARBA Notifications

MEXICO

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

560 Kc.

XEUY San Christobal de Las—500w, Unl., Class III-B, 1-26-59. Casas, Chiapas (change call letters from XEUG).

570 Kc

XEAR Monterrey, Nuevo Leon—5kw D, 100w N, ND, Unl., Class IV, 1-26-59 (change call letters from XERR).

790 Kc

XERC Mexico, D.F.—5 kw D, 1 kw N, ND, Unl., Class III-A, 4-26-59 (increase day power).

860 Kc

XENW Culiacan, Sinaloa—1 kw D, 250w N, ND, Unl., Class II, (delete assignment vide 1450 kc.). Upon commencement of operation on 1450 kc.

960 Kc

XEHA Ciudad Camargo, Chihuahua—250w D, 100w N, ND, Unl., Class IV, 7-26-59, (new now on 1440 kc.).

1110 Kc

XESX Saltillo, Coahuila—0.50kw, ND, D, Class II, 7-26-59 (new).

1260 Kc

XEOG Ojinago, Chihuahua—500w D, 100w N, ND, Unl., Class IV, 1-26-59 (now in operation).

1420 Kc

XEUP Puerto Juarez, Quintana Roo—250w, Unl., Class IV, 7-26-59, (change location from Cozumel, Q.R.).

1450 Kc

XEDY Merida, Yucatan—250w, Unl., Class IV, (delete assignment). Upon commencement of operation at Progreso, Yucatan XEPY.

1580 Kc

XELI Chilpancingo, Guerrero—1 kw D, 0.25 kw N, ND, Unl., Class II, 7-26-59 (New).

1600 Kc

XENY Nogales, Sonora—1000w D, ND, D, Class III. 7-26-59 (new).

XECW Los Mochis, Sinaloa—1 kw D, 0.20 kw N. ND, Unl., Class IV, 11-3-58 (commenced operation Nov. 3, 1958).

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Bcstg. Agreement Engineering Meeting.

560 Kc

Corner Brook, Nfld.—1 kw, DA-N, Unl., Class III EIO 2-15-60 (new).

580 Kc

CKY Winnipeg, Man.—50 kw, DA-2, Unl., Class III. EIO 2-15-60.

CKUA Edmonton, Alta.—10 kw, DA-2, Unl., Class III. EIO 2-15-60.

790 Kc

CKSO Sudbury, Ont.—10 kw D, 5kw N, DA-2, Unl., Class III. EIO 2-15-60.

800 Kc

Fort William, Ont.—5 kw, DA-1, Unl., Class II. EIO 2-15-60 (new).

950 Kc

CKBB Barrie, Ont.—10 kw D, 2.5 kw N, DA-2, Unl., Class III. EIO 2-15-60.

1240 Kc

La Tuque, P.Q.—1 kw D/0.25 kw N, ND, Unl., Class IV. EIO 2-15-60 (new).

1320 Kc

Vancouver, B.C.—10 kw, DA-1, Unl., Class III. EIO 2-15-60 (new).

CKNW New Westminster, B.C.—5 kw, DA-1, Unl., Class III. Delete assign.

1410 Kc

CHLP Montreal, P.Q.—10 kw, DA-1, Unl., Class III. EIO 2-15-60.

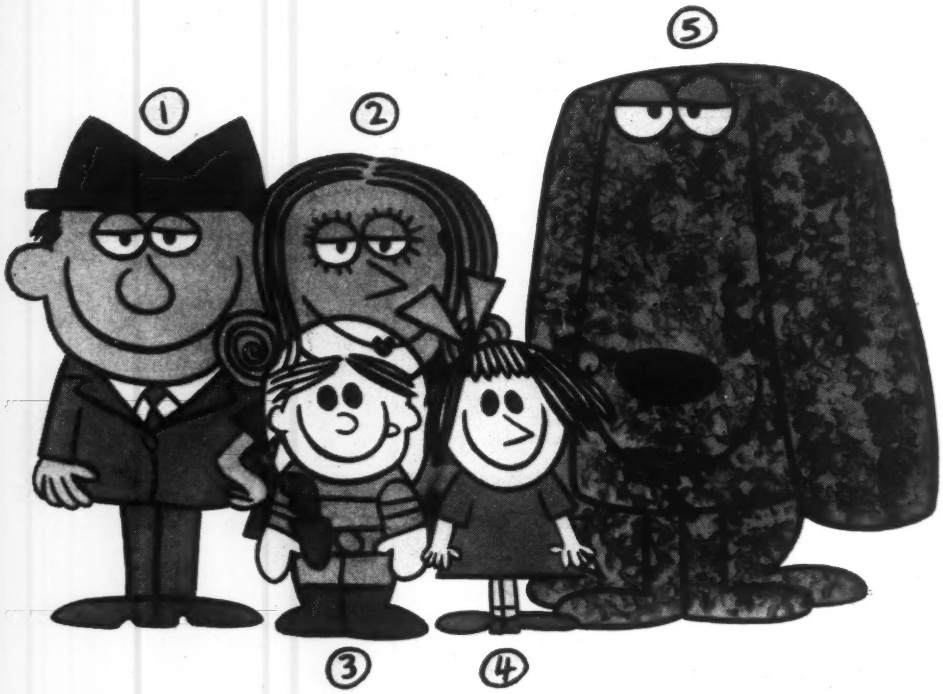
1450 Kc

CHEF Granby, P.Q.—1 kw D, 0.25 kw N, ND, Unl., Class IV. EIO 2-15-60.

BAHAMA

1540 Kc

ZNS Nassau—5kw, ND, Unl., Class I-A. Proposed increase of Power to 10 kw.



This is Wilmer Finchley (1) average American, his average wife (2) his two average children (3) & (4) his larger than average dog (5)

Multiplied by your latest circulation figures, they make up your ever-loyal audience. They watch you hour by hour, day by day, night after night. If they weren't there, you'd miss them terribly. So would your sponsors.

Cancer will strike 2 out of 3 of such families. But many cancers are curable if detected in time. As a matter of fact, today 1 out of 3 cancer patients is being saved. An annual health checkup is the best way to discover cancer early.

Many people are in the dark about this. You must open their eyes. You owe it to them out of simple humanity. And because of their loyalty to you and because you're the most effective *eye-opener* in your community, let us help you help them.

When the local representative of the American Cancer Society calls on you, open your door. Look at the radio and television materials—the "Finchley family" and others—he is prepared to supply. Open your hearts. Help open the eyes of your loyal viewers. Arm them with information in their fight against cancer.

Give *air time* to the American Cancer Society®

OUR RESPECTS TO . . .

Robert Clarke Temple

In the fall of 1939, Robert Clarke Temple reluctantly left the job of promotion director of White King Soap Co. to become an account executive of Raymond R. Morgan Co., Los Angeles advertising agency which had acquired the White King account. Ray Morgan, owner-president of the agency, was equally reluctant to put Bob Temple on his payroll, but the White King powers-that-were made quite clear their opinion that to handle their advertising properly the Morgan organization needed someone around who knew the soap business and that the particular someone they needed was named Temple.

"We each felt that the other guy was being shoved down his throat," Bob Temple recalls, "but since we had little choice in the matter we agreed to give it a 90-day trial. To our great surprise we found we could work together—and we did—for 19 years, until Ray's death last fall."

Today, Mr. Temple is a vice president and director of Fletcher D. Richards Inc. and is Los Angeles manager. Morgan was merged with Richards last year. He is also president of Queen for a Day Inc. and executive producer of the tv show of that name which now is telecast for an hour a week in Paris and Mexico City in addition to its five-a-week domestic schedule.

The Big 'Breakfast' • *"Queen* followed the success of an earlier program we developed, *Breakfast in Hollywood,* which started as *Breakfast at Sardi's* back in 1940 about a year after I'd joined the agency. As a Los Angeles-based agency, our clients were chiefly West Coast accounts, with regional distribution. They couldn't buy full national networks, so they were constantly faced with having their time pre-empted for the big national advertisers, often their own competitors.

"For three clients—White King Soap, Folger's Coffee and Planters Peanuts (for whom we handled the western advertising)—we decided to build a program and put it on at 7 a.m., a time when nobody was supposed to listen to radio, on a station that nobody was supposed to listen to at any time, so we could get a firm commitment that could not be pre-empted. One announcement, inviting 150 women to have breakfast at Sardi's next Monday morning and offering to send taxis for them, drew 5,000 acceptances and we never had less than a full house." Soon the show went national for Procter & Gamble and Kellogg.

To help clients sell products, which Mr. Temple considers to be the cardinal function of an agency, he and Mr. Morgan created promotion plans as well as programs. "One day we were told that Folger had an order for a carload of coffee from the Safeway Stores in Portland, Ore., the first time Folger had gotten into these stores. But there was a catch: get an order that big and you get a worry the same size. Today you don't just sell your merchandise *to* a grocer—you sell it *for* him. We knew we must do something big enough in Portland to sell more Folgers than ever —including the Folger's Coffee Safeway bought."

The Doorbell Plan • "We sent a truck out in the streets in Portland, with a man stopping at homes and asking the housewives if they had Folger's Coffee in the house. If the answer was yes, a gift electric appliance would go out of the truck and into the house. Folger was sponsoring a noon newscast on KGW Portland and we'd get permission

Mr. Temple: 'help clients sell'

to use the housewife's name on the air to announce that she'd won a refrigerator or whatever it was for being a Folger's Coffee user.

"The Folger's Doorbell Plan was so successful that the idea was adopted by Maxwell House, for which a jury awarded us $750,000 in damages. When FCC ruled it a lottery, the coffee-in-the-home requirement was replaced by a question-and-answer procedure, making it a straight advertising-promotion operation which Folger is still using in the West and which is being used by Lipton Tea in the East."

Bob Temple was born March 9, 1906, in Wichita, Kan., where he went through grade school and three years of high school. At 16 a bit of youthful impetuosity got him in wrong at home, so he hopped a freight train and arrived in Los Angeles. A job in the catalog printing department of a hardware and metals supply house got him interested in printing and by the time he was 25 he was a successful printing salesman.

On Their Own • When his company put in new policies he felt made it harder for him to make sales, he and two others quit and opened their own print shop. This was in 1931. Times were tough and got tougher. Only their nearness to the Olympic Games offices and their willingness to work all night to get out rush orders too small for the big printers to bother with kept them in business through the summer of 1932, when Los Angeles was host to the games. By fall, when the games ended, he was more than ready to take a job with a regular salary attached and when a friend told him of an opening in the advertising department of White King, he bid the printing business a hasty farewell.

Seven years with White King taught Mr. Temple a lot about soap and about advertising and promotion. While putting that knowledge to work for his agency's clients, he continued to learn and today he is recognized as an authority on product and market analysis, campaign planning and the coordination of advertising and merchandising and sales.

Bob Temple lives in the Lake Hollywood area, five minutes from his office. Mrs. Temple, as Helen Karl, was his secretary for 10 years before their wedding in 1953. He has two children by a previous marriage: Mary Joy Rubaloff, who before her marriage was a model on *Queen for a Day,* and Robert Jr., 16.

His hobbies are golf, horseback riding and skiing. He is secretary-treasurer of the AAAA Western Region, a director of the Hollywood Rotary Club and a member of the Wilshire Country Club.

He was the man who came to 'Breakfast'

Slim speculation

THE riskiest investment we can think of at the moment is one made in subscription television on the strength of the FCC's "test" decision last week.

As widely reported, the FCC announced it would permit tests of subscription systems under rigid controls. We doubt that any tests will be made. The stern conditions imposed by the FCC would prevent the tests from proving anything beyond that which is already known or logically assumed.

At best the tests would confirm what is generally agreed now: that several subscription systems are technically workable. They could not, however, prove whether the public is willing to pay for tv programs or whether pay tv can exist without cannibalizing free tv. The only way to test those questions is to permit subscription television to operate in full competition with free tv. That test, we fervently hope, will never be allowed. First, it is not necessary. Second, it would lead to the disappearance of free tv.

The networks have repeatedly said that if subscription television were authorized as a general service, they would have no choice but to go into it themselves. The result would be, at the end of a transition period, a program service of no discernible difference from the program service which is available now—except that viewers would be charged for what they now get free.

In its order of last week, the FCC was playing politics. It was trying, by compromise, to satisfy both the members of Congress who oppose subscription television and those who want to give it a trial. The FCC succeeded, we suggest, in not wholly satisfying either side. The close 11-10 vote of endorsement by the House Commerce Committee indicated how far short of sweeping approval the FCC fell.

Yet we believe the FCC will, at least for some time, stick by its newest order. While that order stands, subscription television is a dead issue—no matter how stock speculators may try to enliven it.

Job for Congress

THE more we think of President Eisenhower's proposal for a five-man board of his selection to undertake a full-scale spectrum study, the less we like it. Such a commission would be investigating the administration's administration of frequency assignments. It would be investigating itself.

Last August the White House, through the Office of Civil Defense Mobilization, proposed an amendment to the Potter Bill that was so dangerous to the future of television and fm that it was killed virtually overnight. The new White House-OCDM proposal isn't quite as dangerous because it isn't directed at the use of "radio and television frequencies", but it still has all the earmarks of being slanted in favor of government.

Certainly, OCDM should not be as insistent as in the past, in the light of the expressed agreement of the Dept. of Defense to explore the prospects of a frequency exchange which might expand the vhf band. This announcement, made at the recent NAB convention in Chicago by FCC Comr. Frederick W. Ford (BROADCASTING, March 23), was buttressed by the statement from the same platform by Lt. Gen. Arthur G. Trudeau, Army research-development chief, that the military has no designs on existing vhf tv channels.

These expressions, which followed the White House announcement of last August calling for the five-man presidentially appointed commission, constitute an about-face for the military. Theretofore, the military used the security curtain in countering efforts to assess its use of the spectrum. We have no doubt that the opposition of broadcasters, plus Congressional intercession in the spectrum controversy, brought about the change in the attitude of the military. Only OCDM seems to be holding out and that might be because it hasn't yet caught up with the changed attitude of the Dept. of Defense.

We are convinced that the best answer is in Congress creating a joint committee on spectrum utilization and allocation. This has been done for atomic energy and for space. It could function through an expert staff, not for one year as the President proposes, but permanently.

The spectrum is one of the greatest of natural resources. Its use is international, and, with the space age, is becoming interplanetary. The House has set up a subcommittee on spectrum utilization, which conflicts with the President's plan. The logical answer, then, is in the setting up of a joint Senate-House Committee, which, in the national interest, will determine what use should be made of precious spectrum space by military as well as civilian interests.

What tv does not need

WHAT the nation doesn't need most is another television investigation along the lines of that proposed by a subcommittee of the House Small Business Committee. The avowed purpose, according to its chairman, Rep. Charles H. Brown (D.-Mo.), would be "to see if small business is getting a fair opportunity to advertise" on tv.

There are now so many investigations of so many facets of television that legislators must be getting tired of looking at the same faces. In the past couple of years witnesses from networks, stations and the FCC have been spending more time in preparing for hearings or in testifying than they have at their regularly assigned duties. The waste of time, energy, man hours and dollars is downright appalling.

The Small Business Committee is supposed to encourage small business, and we're all for that. But the subjects Rep. Brown specifies (BROADCASTING, March 23) for the most part are matters already being covered in the many studies already in various stages of completion. And while we are not aware of any overwhelming outcry from small businesses about the scarcity of tv availabilities, we submit that even if there are these complaints, the appropriate forums would be the Senate and House Commerce Committees, which are responsible for communications legislation.

At a time when the emphasis is on economy in government, an inquiry of the character proposed would be a sheer waste of taxpayers' money let alone the expenditures of stations and networks in what is predestined to be an aimless expedition that will get nowhere.

Drawn for BROADCASTING by Sid Hix

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